

Wichita...
It's a great place to visit.
**A Master Plan for Marketing to the Leisure and
Convention Visitor**
Presented to:
Wichita Tourism Council
August, 2000



*"If people don't want to come,
how are you going to stop them?"*
Yogi Berra

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Background and Methodology

- ◆ In April 2000, Nucifora Consulting Group was charged with developing a strategic Master Plan to promote the City of Wichita to the tourism marketplace.
- ◆ During the period April – July, more than 200 one-on-one interviews, focus groups and ideation sessions were held with influentials and other interested parties associated with the travel, hospitality and tourism industries in Wichita.
(See Appendix I. Individual/Group Interview List)
- ◆ In addition to primary research, an extensive review was made of secondary research data relating to Wichita tourism, attractions and visitation behavior.
(See Appendix II. Secondary Research Review)

Objectives of the Master Plan

- ◆ Build awareness for Wichita as a tourism destination for multiple target audiences.
- ◆ Change Wichita's perception to reflect its current, vibrant, contemporary personality.
- ◆ Increase visitor traffic (both leisure and convention).
- ◆ Develop new market niches.
- ◆ Provide a platform and focus for the City's current disparate and fragmented marketing efforts.
- ◆ Develop a stronger sense of community support for tourism, particularly from the business sector.
- ◆ Develop alternative funding sources to support tourism marketing.

The Situation Today

- ◆ Tourism is big business for Wichita:
 - ◆ 3.48 million leisure visitors in 1998
 - ◆ 700,000 convention visitors in 1998
 - ◆ \$643 million in tourism related spending
 - ◆ 54% came from within 100 mile radius but accounted for 21% of spending
 - ◆ Business travelers represent 17% of visitor base but 42% of all spending

- ◆ External perceptions of Wichita are not positive:
 - ◆ Flat, dusty
 - ◆ Western
 - ◆ Boring
 - ◆ A cross between Des Moines and Dodge City
- ◆ Perception of the City lags the reality. Irony is, that Wichita is an oasis in the Mid-West ... a vibrant, re-energized community ...a best kept secret.
- ◆ Because most potential visitors lack a perception of Wichita's physical presence, e.g., river, Exploration Place, Old Town, their vision of the City tends to revert to an out-dated stereotype. Wichita must be seen and trialed to be fully appreciated.
- ◆ There is too much fragmentation in current City-wide marketing. More cohesion, coordination and focus is needed to gain synergy from the individual marketing efforts of the WCVB, attractions and organizations.
- ◆ A potential barrier to more tourism success is the Wichitan's sense of inferiority and self-effacement:
 - ◆ "It's a Kansas thing!"
 - ◆ "Great place to live, bad place to visit...nothing to do."
 - ◆ Poor ambassadors for the City
- ◆ This negativity must be off-set by an aggressive internal marketing campaign
- ◆ Building convention business is a battle:
 - ◆ High air travel costs work against convention traveler
 - ◆ Wichita's external image thought to be unappealing
 - ◆ There is no concentration of hotel rooms in proximity to Century II Center
 - ◆ There is no effective intra-city transportation system to connect Century II Center with out-lying hotels
 - ◆ Comparable cities are more aggressively expanding convention facilities and infrastructure, thereby, providing increased competitive pressure
- ◆ Continued Downtown revitalization and promotion of same, is essential for the successful growth of both leisure and convention tourism.
- ◆ Visitors arriving by vehicle/bus are prone to complete the round trip in a single day thereby impacting the number of overnight hotel stays (with resultant loss in dining and

entertainment revenue to the City).

- ◆ The Big 4 aviation manufacturers provide little support for Wichita tourism in spite of the fact that the industry recorded approximate sales of \$5.3 billion in 1999 and was the beneficiary of more than \$3.8 billion in revenue bonds and tax abatements during the period 1990 – 2000.
- ◆ Support from the Big 4 aviation manufacturers for the Wichita Air Museum has been limited in spite of its potential as a major tourist attraction and contributor to the City's heritage.

Company	Total Billings	Total IRBs	Tax Abatement
Boeing	\$1.04 Billion	\$2.06 Billion	\$185 Million
Cessna	\$1.86 Billion	\$434 Million	\$37 Million
Raytheon	\$1.54 Billion	\$1.00 Billion	\$87 Million
Bombardier	\$863 Million	\$22 Million	\$1.9 Million
Totals:	\$5.26 Billion	\$3.51 Billion	\$310 Million

- ◆ The WCVB has done a respectable job in promoting the City given the limited available marketing funds, as well as the infra-structural deficiencies of the City (from a convention planner's viewpoint).
- ◆ Poor route coverage/connection service and high air fares significantly hamper Wichita's ability to attract the tourist, particularly the convention/meeting visitor (100,000 round trips lost to other markets in 1999 because of air cost).
- ◆ Exploration Place, the Sedgwick County Zoo, the River Festival

and shopping are the primary visitor draws for the City.

- ◆ Perception of crime still resides in the mind-set of the regional visitor.
- ◆ The double-laning of US 54 will provide long-term opportunity to open up tourism markets in the Southwest sector.
- ◆ The state of Kansas has provided limited support for Wichita tourism because of its policy of spreading limited dollars across a broad base of Kansas regions and attractions ...too little, spread too wide, too thin.
- ◆ Visitors to Kansas are below the US average (and regional averages) in spending and length of stay per person.

Marketing Strategy Overview

- ◆ Rebuild Wichitan pride via media effort and activities.
- ◆ Allow marketing strategy time to achieve critical mass (3-5 years).
- ◆ Reposition the City with a compelling POV.
- ◆ Target the “low hanging fruit.” Leisure market (70%), convention market (30%).
- ◆ It’s a drive-market. Keep the trading area local and regional (5 hours, 300 miles).
- ◆ Identify opportunistic niches, e.g. GA, healthcare, groups, retirees.
- ◆ Provide cohesion for all the disparate marketing efforts. Do it with planning and execution.
- ◆ Polish the brand, e.g. icon, airport, visualization.
- ◆ Fix the infrastructure that relates to the convention trade (hotel rooms, transportation).
- ◆ Wichita’s success lies in the breadth and depth of product in the region and not just the City...Wichita is stronger with the region than without it.
- ◆ However, the tourist, particularly the convention visitor, is buying the name “Wichita.”
- ◆ Optimize the great attractions. Cross-promote, add more, fix the transportation.
- ◆ Use events to drive visitor traffic. Four major recurring events with full-time, professional management.

- ◆ Enhance the tourism product, e.g. Old Town, signage, new arena, front-line training.
- ◆ Invest in cultural tourism and dining initiatives (cohesion, cross-promotion, sharing, funding).
- ◆ Develop and exploit the river through enhancement and promotion.
- ◆ Conduct local/regional/national external advertising campaign.
- ◆ Develop comprehensive PR strategy.
- ◆ Develop sophisticated web marketing capabilities.
- ◆ Package tours (groups/bus).
- ◆ Pay more than lip service to regional marketing (promotion and spending).
- ◆ More corporate joint ventures and partnerships for promotional purposes.
- ◆ Significantly increase tourism funding via public and private initiatives.
- ◆ Track research data to better understand tourism performance.
- ◆ Address the infra-structural transportation problems.
- ◆ Acknowledge “shopping” as a major visitor draw.
- ◆ Implement accountable mechanism for executing the Master Plan.

Marketing Strategy Specifics

Positioning...

- ◆ The unique features of Wichita (its Old West history and aviation heritage), have limitations for an overall branding platform.
- ◆ Wichita must tell a story and create an image that is both credible and relevant to a variety of target niches (leisure/convention/regional/ national).
- ◆ Wichita must communicate the promise of what it’s about to be, not the historical mundaneness of what it was.

Wichita
Big City, Big Time, Big Surprise

Positioning Rationale...

Everything about Wichita is big ... from its Old West past and Chisholm Trail days, to the way it commands the big skies as the acknowledged Air Capital of the World.

And, it's been a big secret until now.

Today, there is a big city feel to Wichita. It's more than farmland and wide-open plains. It's where the action is...exciting, cosmopolitan shopping and dining...world-class museums and attractions...a vibrant arts community...an un-ending, year-long parade of must-see events.

Wichita has come alive with a refurbished, spanking-new Downtown center that preserves and presents its turn-of-the-century heritage, particularly its architecture and culture, with the greatest of pride.

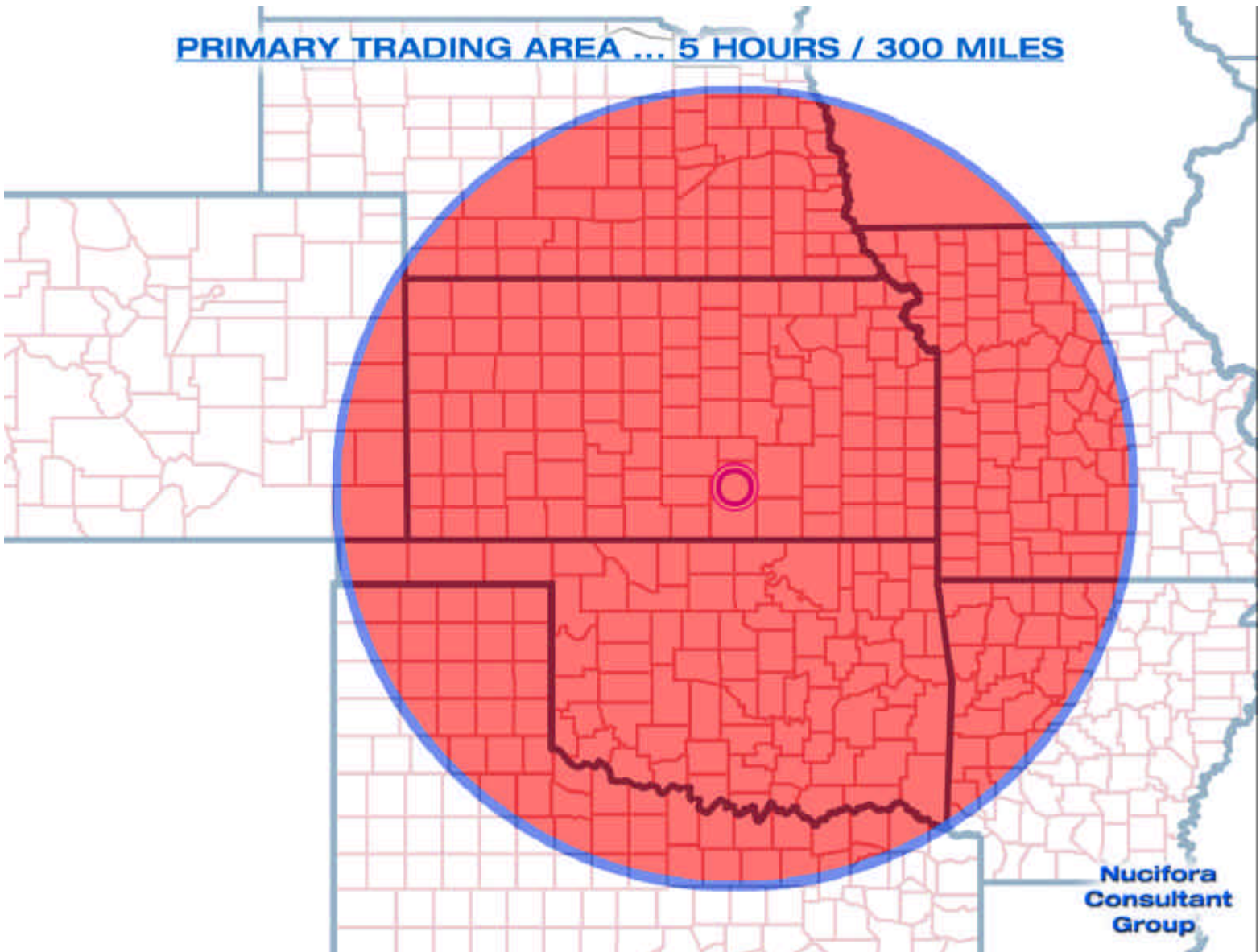
Come visit Wichita and be prepared for the surprise of your life.

You're not in Kansas anymore!

Target Audience Definition - Leisure

- ◆ High air travel cost forces reliance upon a drive-market strategy.
- ◆ For the leisure traveler, the "low hanging fruit" comprises visitors from the state of Kansas and contiguous corridors within a 5-hour/300 mile drive radius (4+ million potential pop).
- ◆ It is recommended that 70% of tourism marketing resources be allocated to the leisure visitor market.

PRIMARY TRADING AREA ... 5 HOURS / 300 MILES



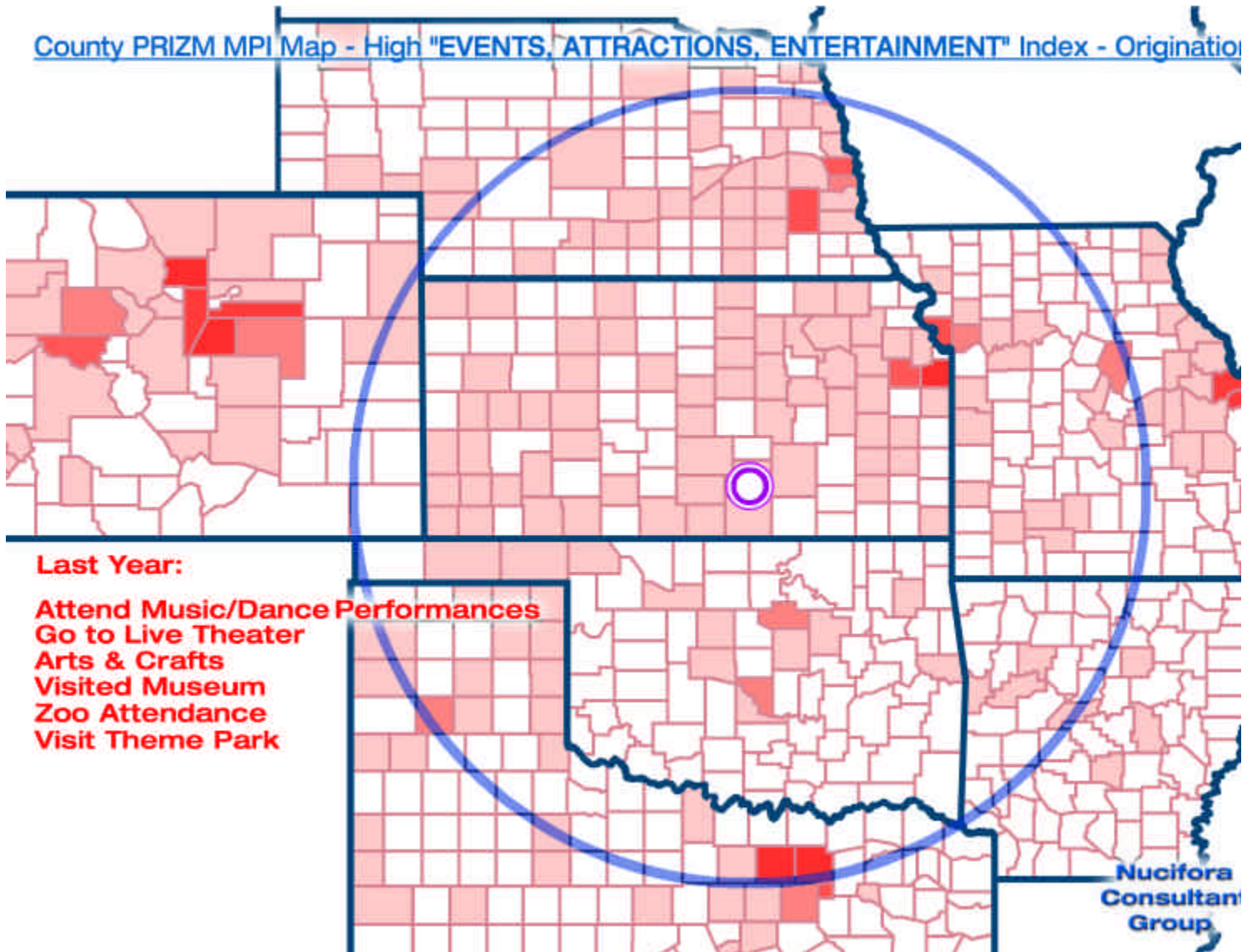
Target Audience Definition - Convention

- ◆ For the convention traveler the “low hanging fruit” represents business and convention travelers from the state of Kansas and the immediate central states region.
- ◆ Secondary emphasis should be placed upon soliciting smaller, regional and national conventions with 1000 - 3000 peak room nights.
- ◆ It is recommended that 30% of tourism marketing resources be allocated to the business/convention visitor.

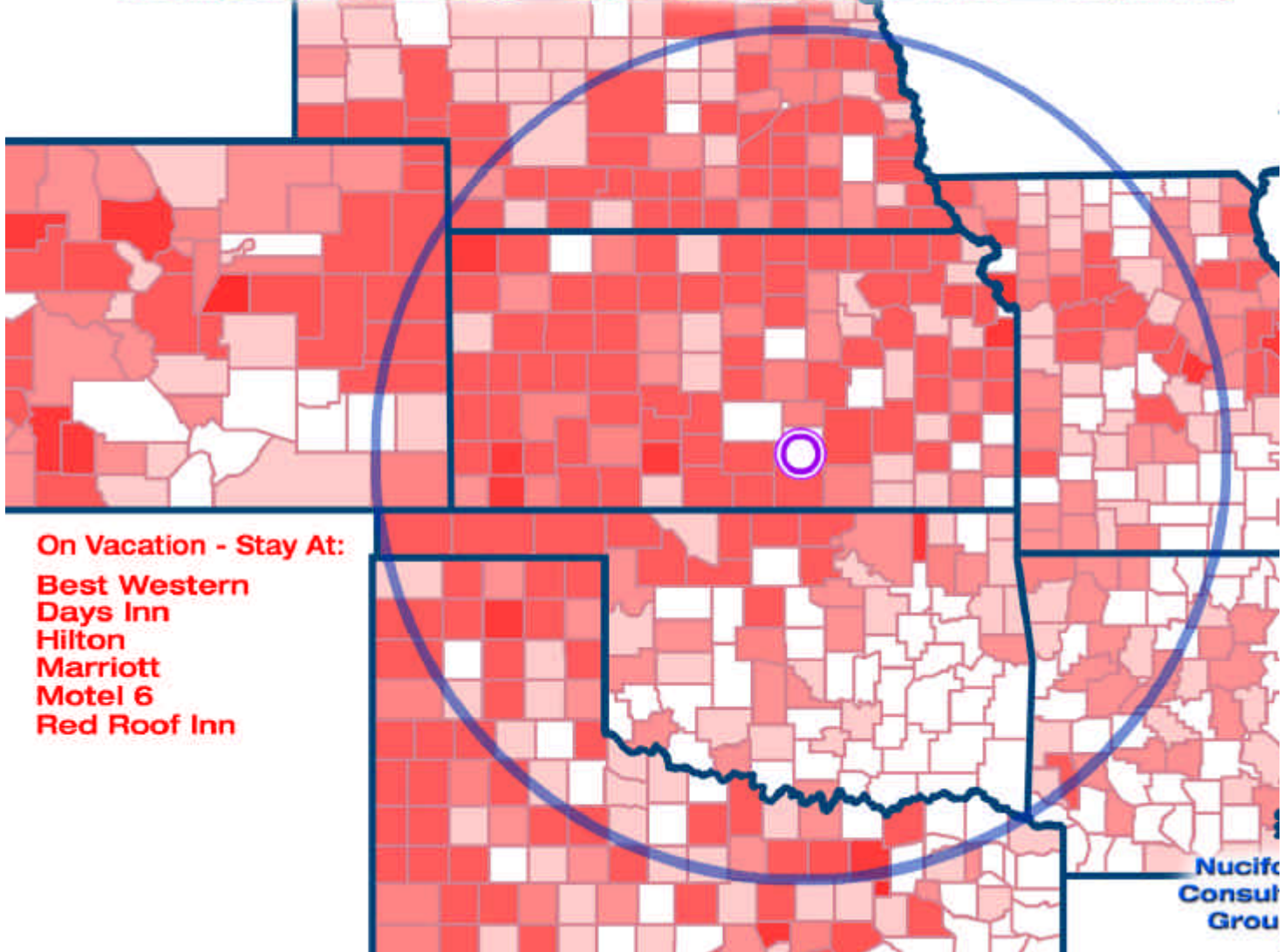
Target Audience Definition - Niche Segments

- ◆ General Aviation
 - ◆ Target General Aviation marketplace (domestic and international) through events and manufacturer involvement
 - ◆ Aggressively promote to the 530,000 GA pilots and 206,000 GA aircraft owners in the US
 - ◆ Promote the "Air Capital" theme
 - ◆ Use aviation as a key component of the City's event marketing strategy
 - ◆ Develop and exploit the Air Museum (as a visitor draw)...Downtown archives...tie in with Smithsonian ...refurbished terminal building for restoration use and fly-ins
 - ◆ Expand the aviation theme to the City at-large...on-street sculpture...retail environments...ubiquitous.
 - ◆ Involve the industry. Quid pro quo is recruitment help
- ◆ Healthcare
 - ◆ Because Wichita is a major regional health center (estimated 1.25 million out-of-market patient trips annually), promote to the medical visitor with tact and discretion
 - ◆ Offer "comfort" packages for hotels and attractions
- ◆ Groups
 - ◆ Primarily motor coach/bus tour devotees
 - ◆ Includes church, civic, fraternal, religious, veterans groups
 - ◆ Special marketing effort aimed at "Overseas Brats"
- ◆ Retirees
 - ◆ Growing market as Boomers age
 - ◆ Lucrative market for tour packages
 - ◆ Road warriors ... auto, motor home, coach/bus
 - ◆ Price conscious but not "cheap"

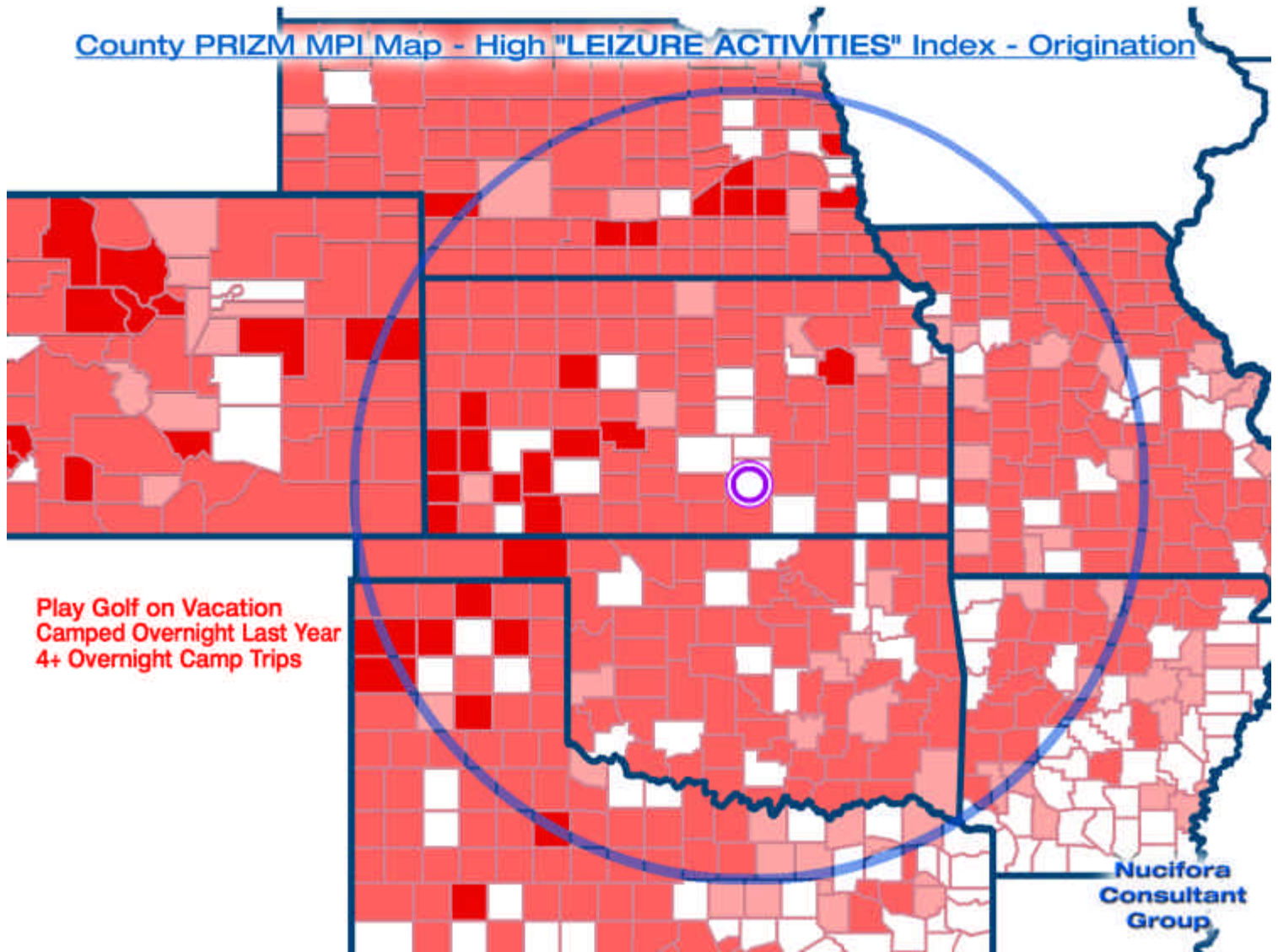
County PRIZM MPI Map - High "EVENTS, ATTRACTIONS, ENTERTAINMENT" Index - Origination



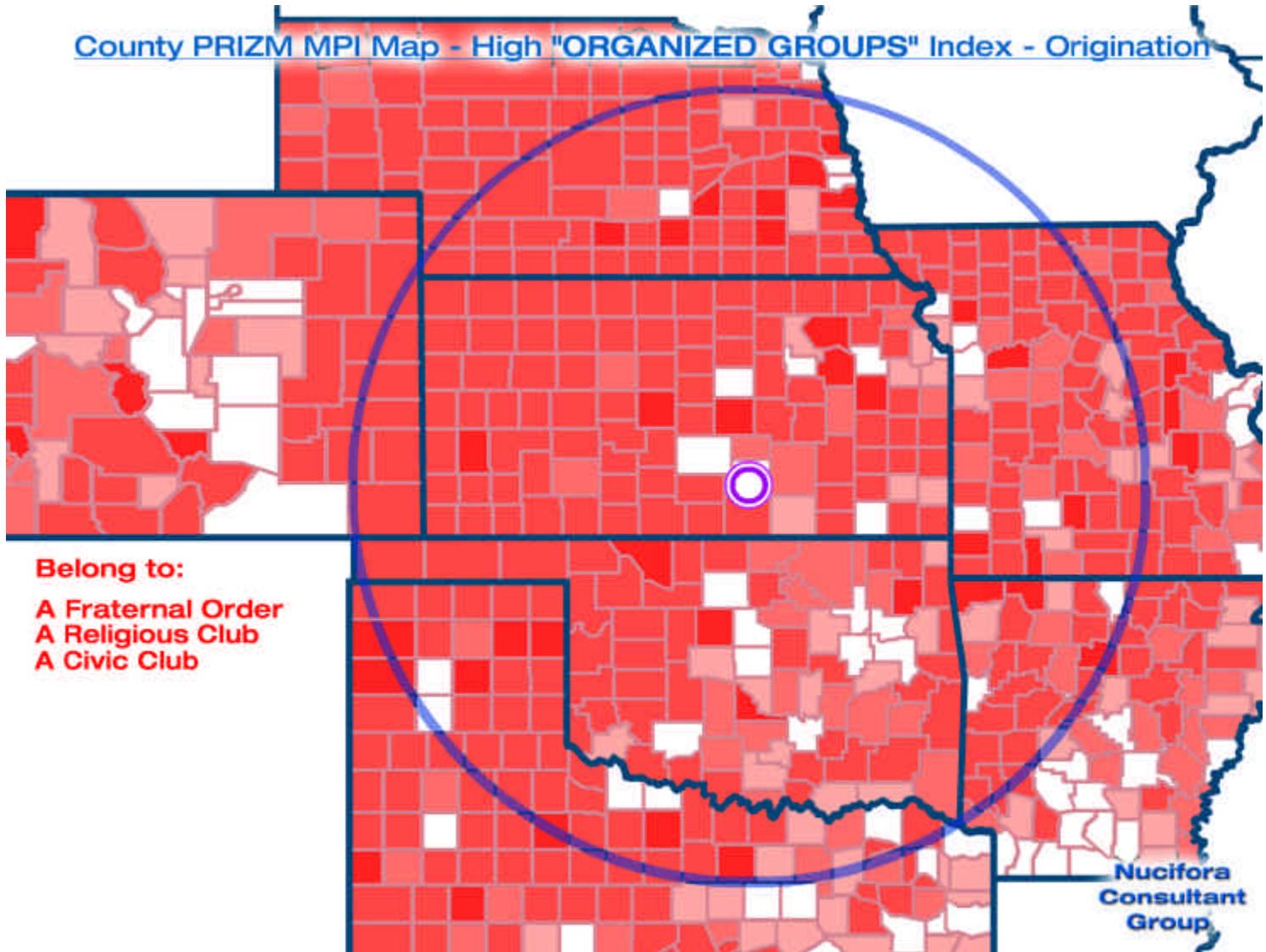
County PRIZM MPI Map - High "HOSPITALITY" Index - Origination



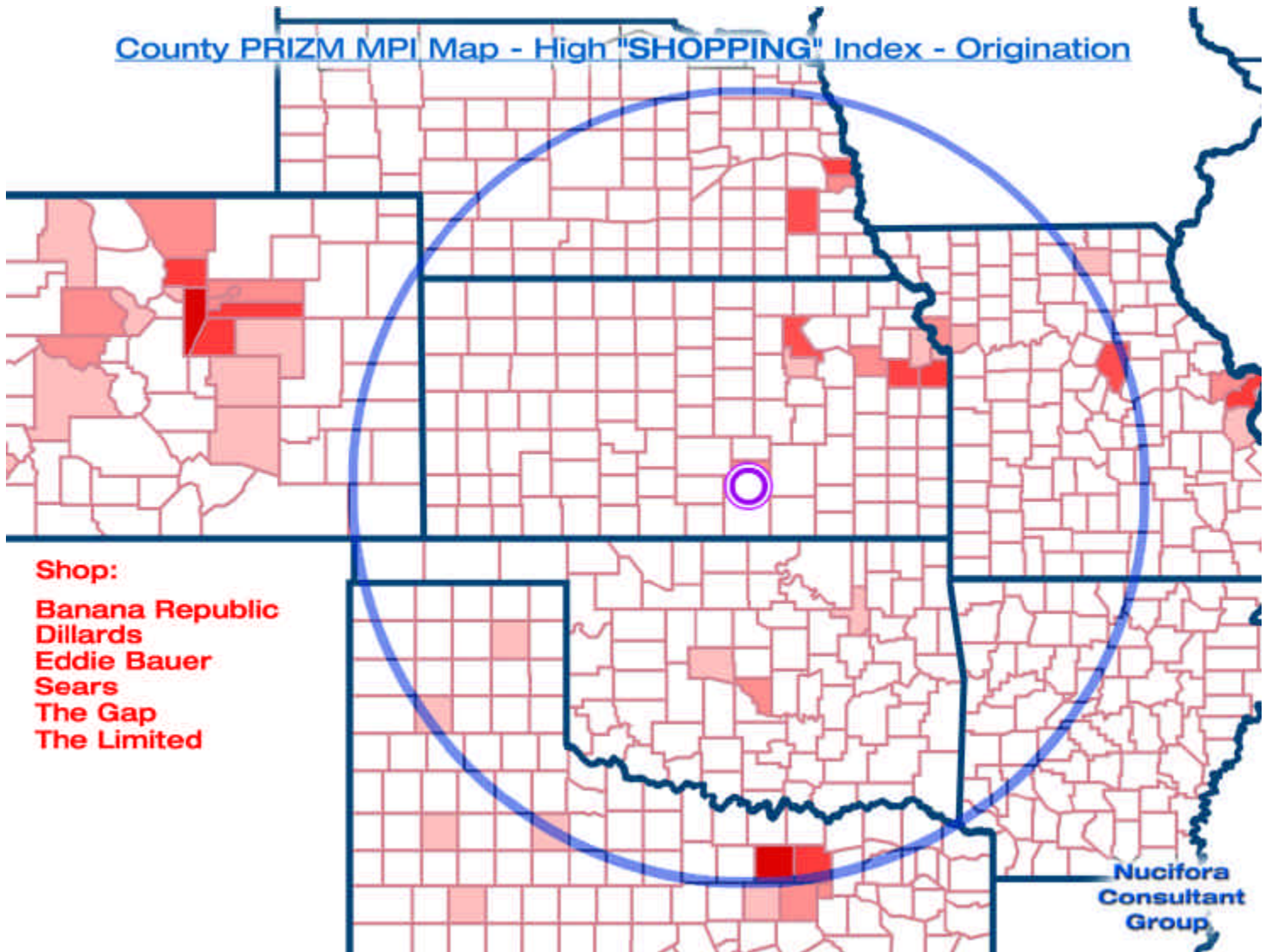
County PRIZM MPI Map - High "LEIZURE ACTIVITIES" Index - Origination



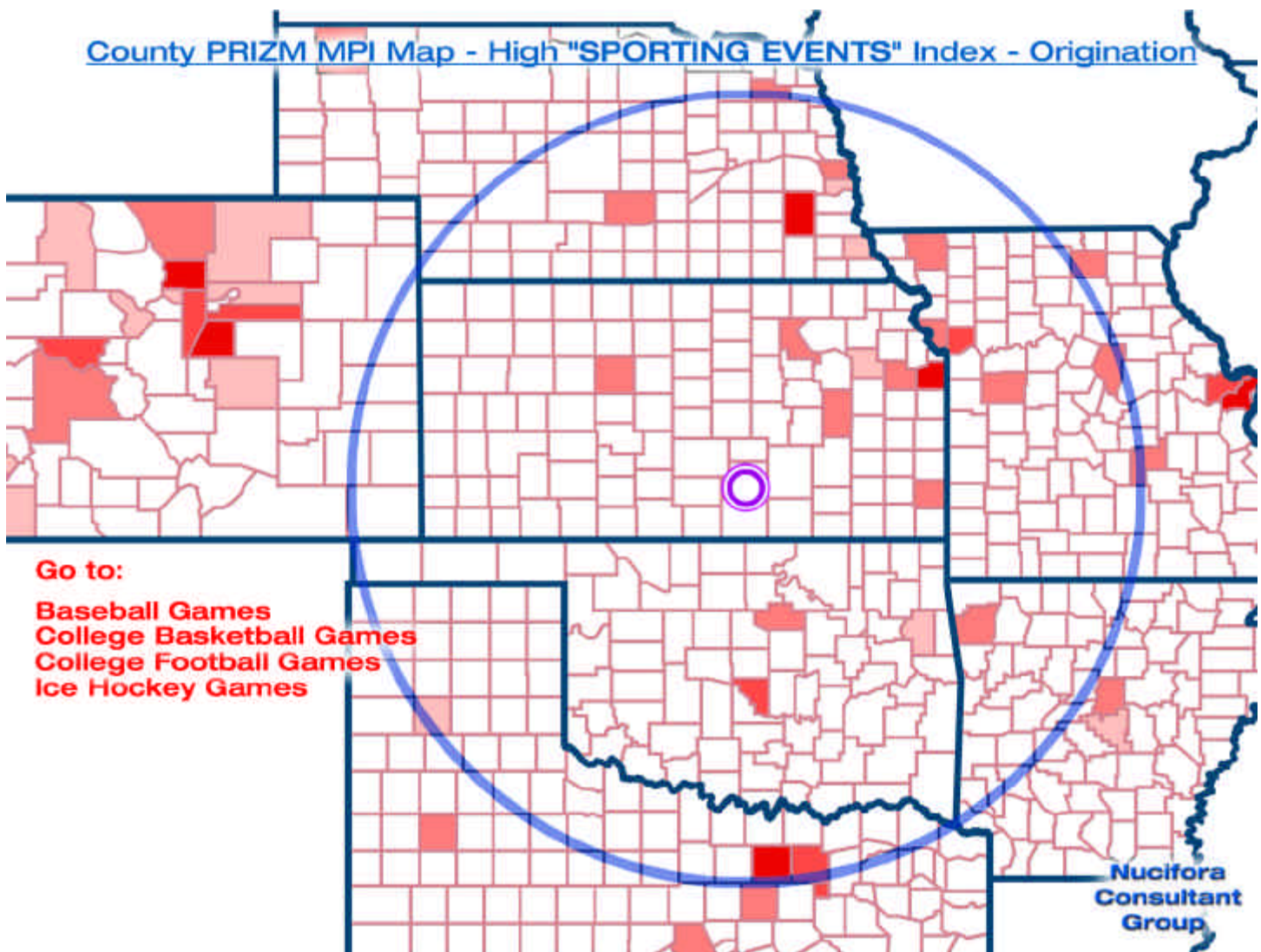
County PRIZM MPI Map - High "ORGANIZED GROUPS" Index - Origination



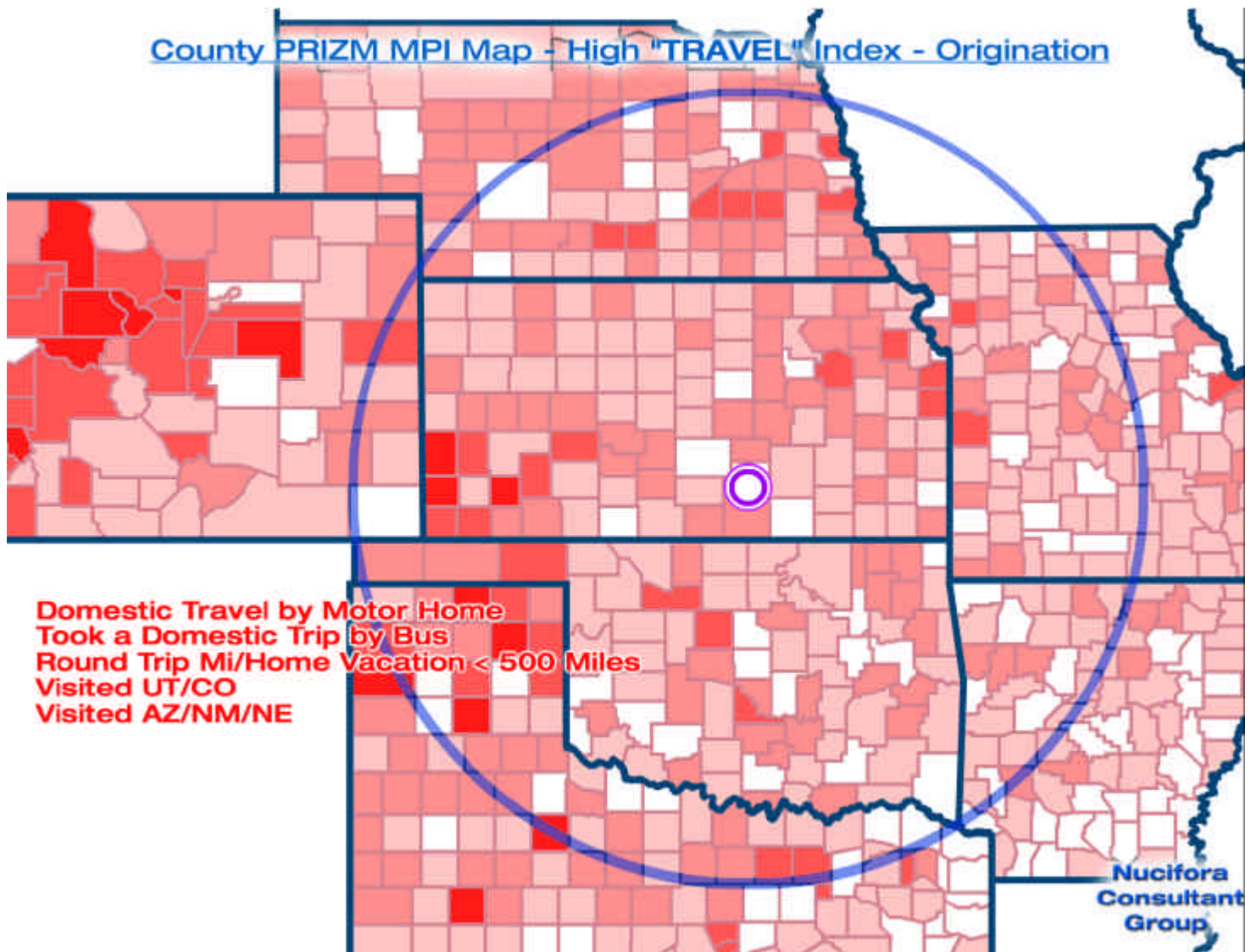
County PRIZM MPI Map - High "SHOPPING" Index - Origination



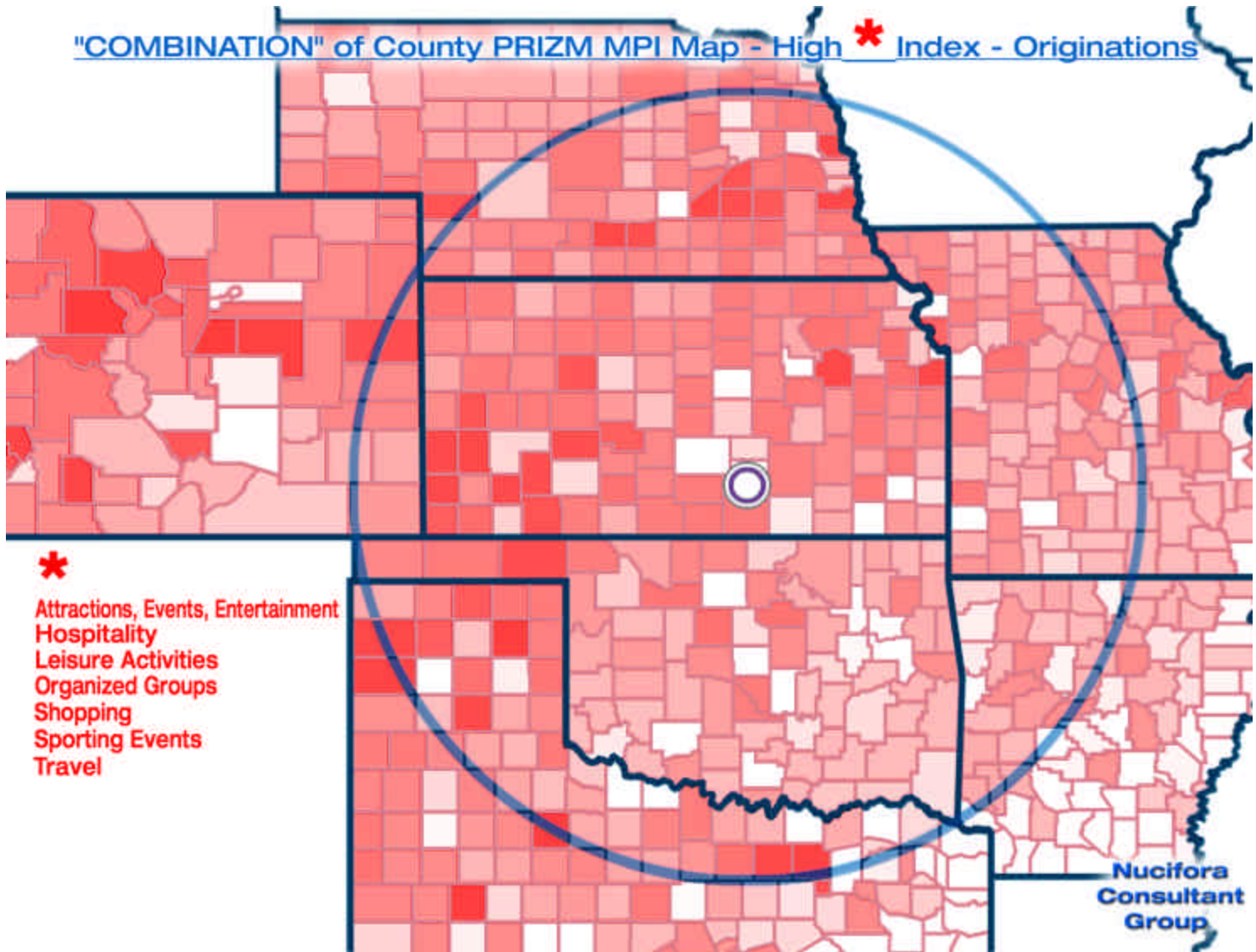
County PRIZM MPI Map - High "SPORTING EVENTS" Index - Origination



County PRIZM MPI Map - High "TRAVEL" Index - Origination



"COMBINATION" of County PRIZM MPI Map - High * Index - Originations



Other Branding Considerations...

- Address airport from marketing perspective:
 - Threshold value...first impressions
 - No personality...long corridors, bare walls
 - Need for front-line training
- Exploit deep music heritage in Wichita theme e.g., Glen Campbell, Dwight Yoakam, Shawn Colvin, etc.
- Develop a distinctive icon that represents the City e.g., San Francisco/Cable Car, Philadelphia/Liberty Bell, New York/Big Apple.
- Feature city visuals and vistas in all marketing components and materials. They have to see to believe.

Tactical Considerations

Convention Tourism...

- Undertake a program of infra-structural enhancement to improve the convention visitor experience:
 - Develop second major Downtown hotel (500+ rooms). Renovate Broadview?
 - Plan Century II expansion to match competitive market growth
 - Develop intra-City busing system for conventions in order to affect ease of connection between Century II Center and outlying hotels. Refurbish MTA buses. Finance annual operating cost with funding from hotels, WCVB and City of Wichita
- Continue with implementation of WCVB marketing strategy.
(See Appendix III. WCVB Conventions Marketing Strategy)
- Cross-sell Wichita to the convention/business visitor as a leisure travel destination:
 - Develop a program to encourage convention/ business visitors to *"Come Back to Wichita With Your Family"*
 - Include:
 - Tour packages
 - Discounts/value-added coupons for attractions, hotel/motels, restaurants

- Mini business tours:
 - Develop special mini tours targeted to the convention/ business visitor.
 - Tours would communicate the vitality of Wichita's business community as well as provide an orientation to the Downtown area. Include stops at well known companies:
 - Chance Manufacturing
 - Coleman
 - Koch Pipeline Center

Attractions...

- With Exploration Place creating recent excitement, Wichita must aggressively promote its considerable lineup of first-class attractions.
- To promote additional traffic and expand the awareness, an aggressive partnership strategy that includes cross-promotional activities must be instituted.
- Cross-promotion opportunities:
 - Develop in-and-out, all-day, same-day tickets to the Museums on the River
 - Develop co-op advertising fund
 - Develop joint thematic programming
 - Link web sites
- Develop new attractions/tours:
 - Explore the possibility of a dinner train
 - Develop and promote tours of...
 - Chance Manufacturing
 - Air manufacturers
 - Coleman
 - Koch Pipeline Center
 - Hutch Salt Mines
- Transportation
 - Create a seven-day-a-week Downtown transportation loop linking all attractions including Old Town
 - Link to proposed river taxi service
- Recognize Wichita's sport-crazed personality:
 - Capitalize on Wichita as a great Minor League town
 - Take advantage of the City's fine golf courses and promote accordingly

Events...

- A strategically-planned event program is a guaranteed mechanism for bringing incremental visitor traffic to the City.
- Program must allow events to build critical mass through repetition and cover a full 52-weeks cycle.

- Events must be bold / bigger than life in order to command attention and brand the City.
- Develop four signature events that will repeat annually:
 1. A week of Pro Sports
 2. The Rendezvous
 3. River Festival
 4. The Air Capital Show (Wichita Air Week)
- Appoint/establish professional event planning group to oversee all events:
 - Permanent management staff supplemented with part-time labor during peak execution periods
 - Coordinated corporate fund raising
 - Shared volunteers
 - Shared databases
 - Student volunteers as interns (for course credit)
 - Major promotional capabilities e.g., data-mining, media relations, online promotion, etc.
 - On-going research tracking capabilities
 - Shared HQ location
 - Experienced Executive Director with promotion/marketing/operations/fund raising experience
- A Week of Pro Sports
 - Pre and post season games
 - NBA, NHL, NFL, Baseball
 - In partnership with the Sports Commission
 - How can golf and amateur sports be incorporated?
- Rendezvous
 - Wichita has a proud history of entrepreneurship. Build on its tradition as an original trading center that was situated "at the point where two rivers meet."
 - Develop the biggest trading post/flea market in the US
 - Invite people to come to Wichita to trade anything and everything
 - Encourage multiple forms of commerce:
 - Auctions
 - Direct sell
 - Bartering
 - Approach TheMerch.com, eBay and/or Priceline as a major sponsor
 - Utilize sites throughout Wichita:
 - The River area
 - The Wichita State University
 - Old Town
 - The Wichita Farm and Art Market
 - Street locations for smaller vendors
 - Century II Center

- Coordinate attractions with merchandise:
 - Cowtown – Old West/frontier items
 - Botanica – gardening items
 - Art Museum – arts & crafts
- Hold mini events at attractions:
 - Art Museum – art auction
 - Botanica – demonstrations, box lunches, concerts
- Develop an all day-in and day-out entrée ticket to attractions hosting bartering sites
- Vendors pay “moderate real estate fee” (varies according to size and location)
- Offer sponsorship opportunities for major sites
- Introduce pin trading
- River Festival
 - An event with significant potential (500,000+)
 - Need higher quality events/performers
 - Need more aggressive marketing, sophisticated packaging and a distinctive brand positioning
 - Encourage diversity markets involvement
 - Create a parking management plan
 - Include Old Town
 - Bring in blockbuster performer, e.g., Garth Brooks
- Air Capital Show
 - Exploit Wichita’s aviation roots and heritage as the “Air Capital of the World” and the home of four major air manufacturers.
 - Develop an “Oshkosh of the South” caliber air event ... Wichita Air Week, one of the largest and best attended events in aviation (500,00+)
 - Air shows are the largest spectator sport in the US followed by Nascar and Wrestling
 - 2000 AirVenture Oshkosh Statistics
 - 750,000 attendees
 - 10,500 aircraft flown
 - 2292 show planes
 - 5.2 miles of air planes
 - 40,000 campers
 - 2300 International visitors from 61 countries
 - 917 media from 5 continents
 - Wichita air show will be the “Woodstock of Aviation”
 - “100 years of Flight” is in 2003 presenting excellent promotional opportunities
 - Explore sponsorships opportunities with Flying Magazine, AOPA, NBAA, GAMA
 - Logistics
 - EAA to manage and execute the show?
 - Week-long event

- Link to McConnell's air show
- Consider holding the event in early Fall

□ Air Capital Show

- Extend Air Capital theme to Downtown
 - Street sculpture (Paint the Planes)
 - Inside shopping malls
- Integrate:
 - McConnell (Base and Show)
 - The Big 4 Aviation Companies
 - Aviation History
 - Wichita Air Museum
 - Airport
- Show Elements:
 - Daily world-class air show
 - Different focus each day, e.g. Bi-planes, antique planes
 - Heavy military component. Static displays. Replicate Paris Air Show
 - Blue Angels, Thunderbirds, the Northern Lights, the Leapfrogs, Red Baron Stearman Squadron
 - Fly-in by aircraft class
 - Big air race, e.g., Reno
 - Showcase Air Force One
 - Assign an exclusive day to each manufacturer ...“return to your roots”...factory tours
 - Air old movies with aviation plots, e.g., The Great Race
 - Show vintage television shows, e.g., Sky King
 - Invite celebrity guest pilots, e.g., John Travolta, astronauts, test pilots
 - Include hot air balloons (Wichita Hot Air Balloon Club)
 - Develop a Wichita Winds Kite Day
 - Lots of socializing, e.g., music, dance, dining, parties
 - Feature Women in Aviation (Amelia Earhart was born in Atchison, KS)
 - Aviation Ball...The social event of the year
 - Create a special children's program
 - Offer free flights for Young Eagles
 - Offer a photographer's tour
 - Escorted tour of sites at an early morning time (best light)
 - Additional charge
 - No crowds
 - Excellent access to planes and flight crews
- Marketing Strategies:
 - Invite local, national and international media e.g., ESPN
 - Partner with PBS, The Discovery Channel to produce a documentary of the show
 - Replicate Oshkosh marketing experience
 - Capitalize on manufacturers' owner base and connections
- Marketing Strategies:
 - Play to competitive nature of owners...heavy promotion to user groups...competitions and prizes for “best of”
 - Displays at Century II Center
 - Involve FAA for continuing education
 - Create tour packages with hotels, motels, restaurants (and special theme)
- Establish a dedicated web site and include:
 - Pre and post event information

- Air show videos and merchandise
- Pages for posted photos of show
- Chat/bulletin board

(See Appendix IV. Details of Wichita Air Week)

Tourism Product...

- Although Wichita is undergoing significant Downtown renewal and revitalization of energy and spirit, continued pressure must be applied to enhancing the visitor experience and the available product.
- Product/Service Ideas:
 - Build the Downtown arena
 - "Own" bowling
 - Push Old Town...more development ... emphasize safety...promote as a walking district
 - Erect self-tour signage (information/directions/ "you are here")
 - Bring the Chisholm Trail to life...cattle crossing the river as official marker
 - Up-grade existing Welcome Center staff to concierge status...heavy branding with logo and uniform...at Boathouse, airport, shopping malls, welcome centers...extended hours
 - "50 Things To Do In Wichita"...printed guide and web site featuring unusual things to do, Frank Lloyd Wright House, the butterflies at Botanica, where Carry Nation attacked the bar
- Front-line Training
 - For many visitors, interaction with the front-line employee can help define the experience and the residual impression of the city
 - Cities that are focused on tourism are implementing customer service training programs to support this vital employee group
 - Develop a customer service certification training program:
 - Offer the program to all businesses that interact with the public
 - Develop the program as public/private initiative
 - Subsidize the seminars
 - Conduct an annual attractions Pow Wow
 - Position professionally trained, front-line staff as point-of-difference. Include the concept in all visitor materials.

Cultural Tourism...

- Wichita is rich in arts and culture. Every effort should be made to promote and exploit this natural resource from a tourism perspective.
- Trend data indicates that cultural tourism is ascendant as a visitor draw.

- ❑ In major markets, \$1 spent on cultural tourism can return up to \$12 to the local economy.
- ❑ Efforts of the current Arts & Humanities Council must be vigorously supported.
- ❑ Arts & Humanities Council must unite in mounting a focused long-term plan for marketing Wichita arts and culture:
 - More blockbuster events/exhibits (and joint promotions around a common theme or event)
 - Training classes in marketing, promotion and management
 - Weekend tour packages including hotel accommodation, dining and admission fees
 - Promotion and support of the trolley loop
 - Development of a City Art Pass
 - Capitalize on the strength of Exploration Place and the Sedgwick County Zoo
 - Joint media and advertising campaigns to support key promotion/event pushes
- ❑ Consider a special "Museums on the River" program...like NYC's Museum Mile...one pass fits all...publicized water loop/river taxi ...targeted media campaign.
- ❑ Investigate Wichita arts and culture web site as a stand-alone unit or in conjunction with WCVB web site.
- ❑ Develop a road show to promote Wichita/ Sedgwick county cultural attractions to the primary trading area, e.g., the State of Kansas.
- ❑ Promote cultural attractions as venues for convention after-hours functions.

Tactical Considerations

Dining Initiatives...

- ❑ Wichita must promote dining if it proposes to offer a complete travel and tourism package
- ❑ Consider the formation of a dining initiative that attempts to involve the majority of Wichita's sit-down restaurants and tourist dining sites. Details include:
 - Volume printing and market-wide distribution of a restaurant directory (mailing packages, hotel rooms, welcome centers, etc.). Sell advertising.

- Fam trips for regional food/travel/lifestyle pubs
 - Special directory on WCVB web site e.g., locations directions, times, menus, plus reservations. Sell advertising.
 - Restaurant dollars earn frequent flyer miles
 - Annual "Taste of Wichita" event
 - Restaurateur Fam trips to leading food cities
 - Affinity credit card tie-in
 - Linkage with cultural tourism packages
 - Training seminars for front-line personnel
 - Industry-wide, cause-related event/charity
 - Nominal subscription fee per restaurant
 - Full time Executive Director
 - Housed within WCVB with independent governing board
 - Major sponsor dollars
- Create a floating café on the river

The River...

- Promote and exploit the River as a point of appeal for both the visitor and local Wichitan and as a centerpiece for event and communal activity:
- Point-of-entries via car are few and difficult to locate. Determine key access points for parking and increase/develop parking lots. Develop "river parking signage"
 - Build an amphitheatre on the river
 - Create "Art along the River"...a walking museum
 - Develop a central "play area" including state-of-the-art playground for children, doggie park and graffiti board
 - Set aside areas for roller blading
 - Build bike paths and jogging trails with exercise stops
 - Position benches near water bubblers
 - "Floating café" - *Dinner on the River*
 - Provide river taxis to Museums on the River
- Ask a Wichitan about Wichita and you'll generally get a dichotomous response.
- *It's a great place to raise a family*
 - *There's not much to see or do here.*
- Wichitan's low self esteem about "being from Wichita" is a reflection of the City's bland image.
- The first steps in changing the perception of Wichita begin with redefining the City and rebuilding a sense of pride and belief for its citizens.
- This can be achieved with leadership commitment, a strategic

plan and intensive application of the plan.

□ Internal Marketing Plan

- Develop a plan, formed via private/public partnerships, that will confront local apathy:
 - Make the campaign jazzy and compelling
 - Identify a person/entity to lead the charge
 - Program must attract "ground level" buy-in from the public, be credible and resonate with the "locals"
 - Strong media support is essential. Lots of "noise"
 - Support from City leadership is vital
 - Kick it off with a bang but give it time to gather the public's imagination

□ Run intensive media campaign across all major Wichita media, e.g., TV, radio, newspaper, cable, outdoor:

- Seek support of all major media properties with heavy PSA contribution
- Powerful, creative theme to command attention and overcome lethargy and cynicism
- Break campaign first quarter 2001, with sustained pressure for minimum 6 month period (plus continuity support)
- Seek accompanying news coverage
- Media effort to be supported by grass roots activity, e.g., contests, bumper stickers, media events, celebrity involvement, etc.

(See Appendix V. Media Plan/Internal Advertising Campaign)

□ Ambassador Program for Wichitans

- Develop and promote a program that provides Wichitans with a hands-on opportunity to experience the best about Wichita.
 - Create a one-hour, free shuttle tour of Wichita sponsored by the Mayor's office
 - Present graduates with an official Wichita Ambassador Diplomatic Passport (plus car decal/vanity tag/induction ceremony at City Hall/field kit)
 - Offer graduates the first opportunity to buy a brick on the new River Walk
 - Heavy media promotion
 - Kick off with support from City, civic and business influentials and celebrities

□ Encourage Wichitans to keep the official Wichita visitor book and map on hand for out-of-town guests:

- Provides easy access to visitor information
- Distributed to graduates of the Ambassador program
- Available at libraries, banks, shopping malls, grocery stores

□ Community Gathering... "River Grove"

- In most vital cities there is a central meeting place that becomes the focal point for community gatherings.
 - Times Square – New York City
 - Centennial Park – Atlanta
 - The Esplanade – Boston

□ Develop a community gathering spot along the river area close

to the Downtown area and Boathouse.

- Initiate a media contest to name the spot:
 - The contest will spur publicity increasing visibility
 - Help citizens feel part of the process

- Design the area to include:

- Benches and bubblers, art
- Areas for mobile food cart vendors
- Outdoor pictorial history o
- Suggested programs...
 - Concerts/develop a summer series bringing in top name performers
 - Special Events
 - Fireworks
 - Movies



- The Official Master Plan Calendar of Events
 - Expand and promote the online WCVB calendar
 - Develop format that will lend itself to cost effective printing
 - Print quarterly
 - Include sections covering:
 - Kids, Teens, Seniors
 - Arts
 - Events
 - Expand hard copy distribution to include:
 - Libraries
 - Civic and government buildings
 - Attractions
 - Museums
 - Schools
 - Retail
 - Banks
 - Include teasers in payroll envelopes (public and private) to generate awareness
- Pride in Wichita Program
 - Institute a Wichita history program developed for grades K - 12
 - Design the program to increase in depth and sophistication as students progress in grade levels (field trips/historic tours/web sites/official text)
 - Form a private/public partnership to design, market and implement the project.
 - Design the program to be facilitated by volunteers as well as educators

- Include a graduation incentive for all children completing the program e.g., airplane ride, tickets to Exploration Place
- Offer the program free of charge to public and private schools
- Tie to Ambassador program
- ❑ **Promote Civic Pride:**
 - Hold a photography contest highlighting Wichita sights...A Day in the Life of Wichita
 - Partner with art museums
 - Display best photos at City Hall, publish in the Wichita Eagle; add winners to the WCVB's photography library and web site
 - Turn into a coffee table book
 - Develop a "Welcome to Wichita" program for high- ranking executives new to Wichita.
 - Month-long Arts Celebration
 - Create a campaign to educate Wichitans about the breadth and depth of the local arts scene
 - Focus on one aspect of the arts each week
 - *Week One...*Musical Week...featuring orchestral, chorale, symphonic, jazz, blues, pop, etc.
 - *Week Two...*Museum Week...featuring art, history, culture, aviation, etc.
 - *Week Three...*Performing Arts Week...featuring drama, ballet, dinner theatre, musical theatre, etc.
 - *Week Four...*How-To Week...learn how to paint, sculpt, play an instrument, act, draw, orate, etc.
- ❑ **Hometown History**
 - Tie into the Hometown History program sponsored by the History Channel
 - Partner with Cox Communications
 - Expand the program to include participation by multiple groups/organizations (current format is structured around Girls Scout and historical organizations)

Advertising...

- ❑ A commitment to a strategic advertising campaign is essential to communicate the repositioning story for Wichita.
- ❑ Subject to availability of funds, multiple target audiences must be addressed, e.g., regional leisure travelers, national/regional meeting and convention planners, niche markets.
- ❑ Advertising plan should be executed and managed by WCVB.
- ❑ Plan should consider use of all media that cover drive markets ... TV, radio, newspapers, inserts, outdoor, direct mail.
- ❑ Convention and niche markets to be addressed through trade/niche publications.
- ❑ Special ear-marked advertising fund to be developed through

co-op contributions, corporate sponsorships and increased allocation from room tax receipts.

- All advertising efforts must be subject to rigid process of measurement and accountability.
- Conventional advertising strategy to be supplemented by creative experimentation e.g., tip-ins in 18 million Shepler's catalogs, linkage of online and offline strategies.
- Advertising messages should speak to the multiple attractions that Wichita has to offer ... necessary for extending beyond the day trip ... the "plop, plop, fizz, fizz strategy."

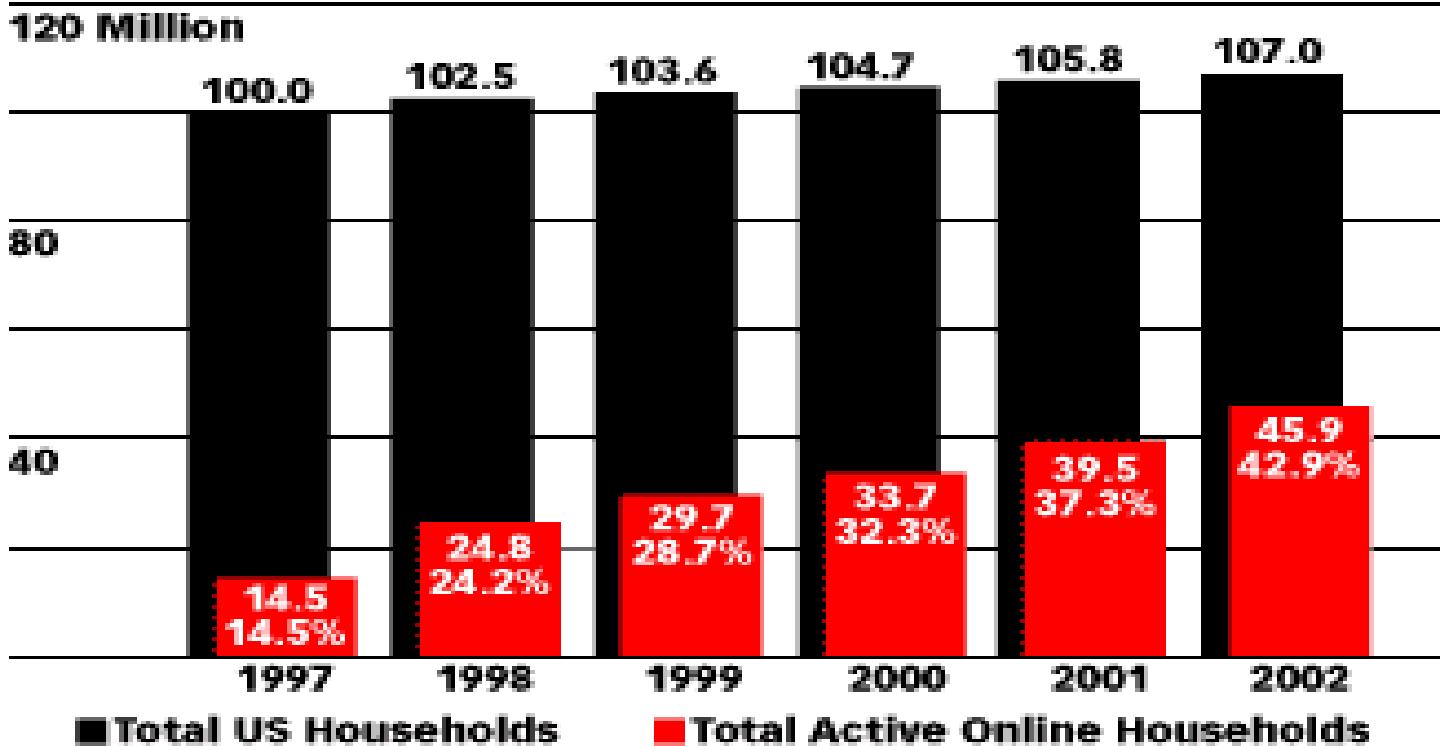
Public Relations...

- Essential element of the marketing strategy:
 - Awareness with credibility (third party endorsement)
 - Cost-efficient/strong ROI
 - It's the future!
 - Must operate on multiple levels, e.g., national, regional, local, leisure, convention, external, internal.
 - Basic strategy...water torture:
 - Media coverage (radio, TV, niche cable, newspaper, consumer/trade/niche publications)
 - Heavy emphasis on local and regional coverage
 - Exploit the "neons," e.g. Cosmosphere, Exploration Place, aviation heritage
 - Fam trips essential
 - Feature articles in airline, travel, leisure pubs
 - Extensive up-to-date film library
 - Speakers Bureau
 - Events, events, events, events
 - Brochures in airline seat pockets
 - Contact with Kansas Film Commission
 - eMail updates to media
 - Cable programming addressing aviation and Old West heritage (Discovery, TLC, History, PBS)
- (Appendix VI. Public Relations Strategy)

Web Marketing...

- Internet access is prevalent:
 - Nielson/NetRatings estimates 130 million US Internet users
- US households are rapidly establishing Internet connections:
 - eMarketer predicts that by the year 2002 over 40% of all US households will be online

Millions of "Actively" Connected Households in the US and as % of Total US Households



Source: eMarketer, 1999

- Internet influences how business and leisure visitors make travel decisions:
 - Information is easily available
 - Visitors can plan a personalized itinerary and make on-line reservations
 - Visitor & Convention Bureau and Chamber of Commerce web sites play an increasingly important role in the decision process by providing content about:
 - Attractions
 - Accommodations
 - Shopping
 - January 1999 Wichita Convention & Visitors Bureau Telephone Survey indicated that the Internet was the fourth most likely source of travel

information (19%)

- Visitor's Bureau 26%
- Chamber of Commerce 23%
- Travel agent 20%
- Internet 19%
- AAA 19%

- Forrester Research's study, *Where The Wired Consumer Lives* (released July 2000) indicates that visitors from Wichita's primary trade area are likely to use the Internet to obtain information (city guides):
 - Suburbanites 25.2%
 - Rural residents 21.2%
 - It is not only visitors who are turning to the Internet for travel information, meeting and hospitality professionals have come to depend on the web for communication and research:
 - 100% have Internet access
 - 87% use eMail
 - Over 80% research cities, locations and suppliers via the Web
 - Over 45% distribute requests for proposals via the Web
- Source J.D. Powers
- Even faster than users coming online, are web sites being built:
 - Network Solutions registers a new dot-com name every 3.9 seconds
 - 11.8 million registered domain names in Net Solutions databas
 - Key Word Search
 - A web search for travel information using the key word "Wichita" can be an exercise in futility. Which site best matches the user's need?
 - A search on Lycos brought up 419,145 web site matches

- Among the many Wichita web sites, five major portals (web sites with multiple links) were identified:
 - One site was considered part of a "guide book" series of cities, produced by a national company, but maintained by local Wichita citizens
 - www.wichita.about.com
 - The other four sites were locally produced and maintained.
 - City of Wichita www.wichitagov.org
 - Wichita CVB www.wichita-cvb.org
 - Wichita Chamber www.wichitakansas.org
 - The Wichita Network www.wichitanetwork.com
- The clutter of locally produced web sites associated with Wichita intensifies Wichita's image challenge.

- ❑ Since there is no continuity among these web sites, each site has established its own unique positioning for Wichita:
 - *In the center of it all*
 - *Solid Midwest Living*
 - *Old West charm and modern sophistication*
 - *The Air Capital*
 - Center for Industry, Communication, Education, Agriculture and the Arts
- ❑ Wichita is encouraged to promote one site as the online-entry for visitors.
- ❑ Since the WCVB's goal is to market the city to tourists, its site should be the first site visited.
- ❑ Because current visitor traffic to Wichita sites is light, aggressive marketing and promotion of the web site as an information portal for the City is vital.
(See **Appendix VII. Web Marketing Strategy**)

Tour Packaging...

- ❑ Package and bus/motor coach tours represent significant potential.
- ❑ Anecdotal information would indicate that Wichita tourism has neglected to capitalize on this potential or exploit the opportunity. The marketplace lacks strategy, planning, packaging and promotion.
- ❑ Ironically, Wichita's rich palette of attractions demands a packaged tour approach.
- ❑ The bus market...what do we know?
 - Primary demographic...55+, retiree, blue collar/lower middle class
 - Traffic comes from 500 – 600 mile radius e.g., Dallas, Omaha, Oklahoma City, Tulsa
 - Big attractions...Cosmosphere, Heritage tours, dinner theatre, Sedgwick County Zoo, Exploration Place
 - Bulk of the business is not overnight stays
 - Groups/clubs are big business e.g., church, bank, tour, booster, senior citizen
- ❑ Suggested strategies for addressing the group/bus market:
 - Package aviation as a singular entity e.g., history, air museum, McConnell, The Big 4
 - Tie into Cultural Tourism initiative with hotel/dining/arts and culture tours

- Court stronger working relationship with GLAMER
- Create packages for niche markets e.g., family reunions, retirees, civic/social organizations
- Build tour packages around current festivals and major events e.g., River Festival
- Develop weekend packages geared to themes and activities, e.g., shopping, romance.
- Utilize WCVB's Infotrack program to build and exploit the group tour market...collect, store, analyze data.
- Question: What would it take to make Grey Line successful in Wichita?

Regional...

- Joint regional – City promotions and packages should be developed where they make sense...where there's a common theme (e.g., aviation) and where the experience is unique (e.g., Amish country, Cosmosphere).
- Regional attractions and organizations should also be included in the proposed Cultural Tourism and Dining initiatives.
- Because transportation constitutes a problem, particularly for the convention visitor, any joint regional marketing effort must address that concern.
- Consider tagging Wichita-originated advertising to feature regional players where appropriate and vice versa. (Ditto with web sites)
(See **Appendix VIII. Regional Attractions List**)

Joint Ventures/Partnerships...

- Explore cities and regions where Wichita can partner on joint marketing activities e.g., Dodge City, Hutchinson.
- Establish tighter coordination with REAP to identify, fund and promote regional attractions and events of real, mutual value and potential. Develop a plan and act on it.
- Develop a loyalty program with credit card companies that includes hotels/motels, restaurants, shops, attractions. (See *Cultural Tourism and Dining Initiative Sections*)
- Consider linkage with air museums in Liberal and Forbes Field.

Fund Raising...

- Wichita cannot be effectively promoted at the current support level (\$1.2 million CVB).
- A minimum marketing budget in the \$2 to \$5 million range is necessary given current competitive pressures.
- What other cities are spending:
 - Indianapolis \$6.51 million
 - Louisville \$5.72 million
 - Albuquerque \$5.37 million
 - Kansas City \$4.88 million
 - Tucson \$4.30 million
 - Birmingham \$3.50 million
 - Charleston, SC \$3.34 million
 - Austin \$3.08 million
 - Buffalo \$3.00 million
 - Lexington \$2.99 million
 - Tulsa \$2.70 million
 - Mobile \$2.50 million
 - Ok. City \$2.24 million
 - Sacramento \$2.18 million
 - Omaha \$2.08 million
 - Baton Rouge \$2.02 million
 - Des Moines \$2.07 million
 - Knoxville \$1.89 million
- Consideration should be given to:
 - An incremental City-generated tax e.g., F&B, entertainment, car rental
 - Tax breaks/exemptions on City services as a trade-out for marketing dollars
 - A Sedgwick County annual marketing grant
 - Corporate fund raising from aviation community, banks, retail sector, large private corporations.
 - Private sector fund raising should be managed by a specially comprised group of corporate heavy-hitters
 - Selling advertising on City buses and bus stops
 - Selling naming rights to Century II Center
 - Applying for State and Federal grants
 - Marketing vanity license tags
 - Building fund raising initiatives around promotable themes/sectors e.g., dining, cultural tourism
- Fund raising activity must be tied to long-term strategy (3 - 5 years).

- ❑ In targeting the private sector, the ROI/brand leverage benefit is paramount.

- *"This is a business deal, not an emotional appeal."*

Research Strategy...

- ❑ Need coordinated research strategy (and supervisory/coordinating body) to:
 - Assemble, collect, analyze, research data and information currently handled by various entities, e.g., City, WCVB, universities, organizations, companies
 - Establish trackable performance criteria in order to measure marketing ROI and effectiveness, e.g., awareness shift, buying behavior, visitor habits
 - Conduct economic impact surveys to monitor visitor spending performance on a continuing basis
- ❑ Consider non-traditional research/data collection modes:
 - Eagle Opinion Line
 - Surveys on WCVB website

Transportation

- ❑ Develop a rational transportation strategy that will address the needs of the leisure and convention visitor, as well as local sightseer.
- ❑ Interlocking program must address the following:
 - Downtown trolley loop (expand to 7-days a week)
 - Possible river taxi (connects to Downtown loop)
 - Hotel shuttle (Century II Center to perimeter)
 - Taxicabs (revamped)

(See Appendix IX. Taxicab Revitalization Strategy)

Shopping...

- ❑ Since Wichita is the largest city within the state it is not surprising that retail shopping is a primary reason for visiting for non-residents.
- ❑ Survey data indicates that shopping is one of Wichita's strongest visitor draws. It should therefore be a dominant element of the City's marketing strategy.

- Almost 67% of respondents indicated they shopped during their last visit to Wichita.
- Shopping is a major contributor to the City's economic well-being. Towne East/Towne West generate between 5-6 million out-of-county visits with an economic impact of \$250-300 million annually.
- Brand Wichita's shopping experience as special:
 - High end/more variety/better selection
 - Things you can't get in your own home town
 - A Big City shopping experience
 - Trendy brands e.g., Victoria Secret, Banana Republic
- Create special shopping packages and promote heavily:
 - Package with hotel stay, dining reservation and attraction visit
 - Combine with bus/coach tour package
 - Build around themes e.g., Christmas, back-to-school
 - Provide transportation from hotels to shopping malls

Accountability: General Brand Support

Tactic	Priority	Budget Range	Responsible
Music Theme Development	3	\$5-10,000	WCVB
Icon Development	1	\$5-10,000	WCVB
Research	1	\$25-200,000	WCVB

Accountability: Infrastructure

Tactic	Priority	Budget Range	Responsible
Cosmetic Upgrades at Airport	2	TBD	City
7-Day Trolley Service	1	TBD	City
River Taxi Service	1	TBD	City
Self Tour Signage	1	TBD	City
Cattle Crossing	3	\$500,000	City
Welcome Staff-Concierge Program	1	\$25,000	WCVB
Front Line Training Program	2	\$25-50,000	WCVB
River Parking Signage	2	TBD	City

Accountability: Infrastructure

Tactic	Priority	Budget Range	Responsible
Hotel Busing System	1	\$1-2 mill	Hotels/City/WCVB
“Come Back to Wichita with Your Family” Package	2	\$25,000	WCVB
Convention Marketing Plan	1	TBD	WCVB
Mini-Business Tours	2	\$10,000	WCVB

Accountability: Convention and Trade

Tactic	Priority	Budget Range	Responsible
Art Along the River	3	TBD	Arts & Humanities
River Amphitheatre	3	TBD	City
River Enhancements: √ Rollerblading, trails √ Benches/Bubblers	2	TBD	City
Floating Café	3	TBD	City
River Grove	2	TBD	City
Taxi Cab Revamp	1	TBD	City

Accountability: Promotion

Tactic	Priority	Budget Range	Responsible
Central Web Portal	1	\$50-100,000	WCVB
“50 Things to Do” Brochure & Website	1	\$20,000	WCVB
External Advertising Campaign	1	\$300,000-500,000	WCVB
Public Relations Campaign	1	\$75-150,000	WCVB
Web Marketing Campaign	1	\$100-300,000	WCVB

Accountability: Attractions

Tactic	Priority	Budget Range	Responsible
Co-op Advertising Fund	2	TBD	Art Advisory
Website Links	1	TBD	Art Advisory
Dinner Train	3	TBD	City
City Business Tours	2	\$5-10,000	WCVB

Accountability: Events/Festivals

Tactic	Priority	Budget Range	Responsible
Pro Sports	1	TBD	WFI/City/Sports
Rendezvous	1	TBD	WFI/City/Sports
River Festival	1	TBD	WFI/City/Sports
Air Capital Show	1	TBD	WFI/City/Sports
Central Management Group	1	TBD	WFI/City/Sports

Accountability: Programs

Tactic	Priority	Budget	Responsible
Cultural Tourism Initiative	2	\$200-400,000	Art & Humanities
Dining Initiative	2	\$200-400,000	WCVB
Internal Marketing Media Support	1	\$300,000	WCVB
Ambassador Program	2	\$50,000	WCVB/City
Official MP Calendar	1	N/A	WCVB
Pride in Wichita Program	3	\$50-100,000	USD259/WCVB
“A Day in the Life of Wichita” Photography	3	\$50-200,000	WCVB
Month-long Arts Celebration	2	TBD	Arts Advisory
Hometown History	3	TBD	WCVB
Group/Bus Packages	1	TBD	WCVB
Niche-Tour Packages	1	TBD	WCVB
Shopping Packages	1	TBD	WCVB

Management of Master Plan

- Responsibility for managing and executing the tourism Master Plan must be vested in a singular authority with the support of all relevant, City-wide constituents (both participant and funding).
- Move WCVB headquarters to the Boathouse to be at the nexus of convention activity and Downtown tourism flow.
- It is recommended that the WCVB be appointed as the managing authority for the Master Plan subject to the following:
 - The composition of Board of Directors is revised to allow for mandated representation from tourism-related constituencies including hospitality, transportation, attractions, retail, dining, aviation, City and County government, ethnic markets, and airlines
 - The Master Plan funding effort is significantly increased beyond the \$1.2 million currently allocated to the WCVB
 - The WCVB develops a more aggressive posture and visibility as an operating entity and marketer for the City
 - The WCVB proactively seeks to establish positive relationships with City government and other relevant bodies
 - The services of a Human Resources management consultant are sought in order to assess current staffing performance and future succession planning
- It is recommended that the Master Plan be exposed to the tourism community at-large with key findings communicated to the business community which will be asked for a greater monetary and resource commitment in the future. The Plan's success will depend upon true involvement of and commitment from both public and private organizations.
- The Master Plan must be used as a dominant vehicle for creating cohesion and synergy among all tourism-related entities and organizations.

Appendix I

Individual / Group Interview List

- ❑ 21st Century Tourism Council
- ❑ WCVB Board of Directors
- ❑ David Anderson, Towne West Square
- ❑ Norman Arensdorf, Village Charter & Tours
- ❑ Jeff Arensdorf, Village Charter & Tours
- ❑ Ted Ayres, Ulrich Museum
- ❑ Charlene Banks, Wichita/Sedgwick County Art & Humanities Council
- ❑ Helen Barnes, Mid-America Indian Center
- ❑ Jesse Barnes, Kansas African American Museum
- ❑ Gerald Barrack, Hyatt Regency Wichita
- ❑ Ron Blue, Donrey Outdoor
- ❑ Sara Bond, Wichita/Sedgwick County Art & Humanities Council
- ❑ Jeff Bouck, Hyatt Regency Wichita
- ❑ Joe Boyd, WCVB
- ❑ Tim Brecheisen, Donrey Outdoor
- ❑ Anne Marie Brown, Wichita Symphony
- ❑ Al Buch, KSN-TV
- ❑ Bill Buchanan, Sedgwick County
- ❑ Dean Bunting, KWCH-TV
- ❑ Dave Burk, Marketplace Properties
- ❑ Mike Burrus, Cox Communications
- ❑ Gloria Campbell, Cowtown
- ❑ Terry Cassady, City of Wichita
- ❑ Mark Chamberlain, KAKE-TV
- ❑ Frank Chappell, Outback Enterprises
- ❑ Chris Cherches, City of Wichita
- ❑ Bryan Clark, Wichita Eagle
- ❑ Lou Cohen, Sheplers
- ❑ Gene Countryman, WCVB
- ❑ John D'Angelo, CityArts
- ❑ Ron Davidson, Wichita Eagle
- ❑ Jack DeBoer, Candlewood Suites LLC
- ❑ Al DeSena, Exploration Place
- ❑ Virginia DeVore, Wichita/Sedgwick County Art & Humanities Council
- ❑ Sally Dewey, Wichita/Sedgwick County Art & Humanities Council
- ❑ Sheri Dill, Wichita Eagle
- ❑ Dawn Doorn, Sedgwick County Zoo
- ❑ Ron Doty, Design Centre
- ❑ Krystal Dredge, Sedgwick County Zoo
- ❑ John Ek, Wichita Business Journal

- ❑ Bill Ellington, City Historian
- ❑ Ken Fearnow, Journal Broadcast Group
- ❑ Dana Fleming, Wichita/Sedgwick County Art & Humanities Council
- ❑ Dave Franson, Learjet Inc.
- ❑ Peggy Furan
- ❑ Joe Gaudet, Wichita Marriott
- ❑ Vicki Germann, Wichita/Sedgwick County Art & Humanities Council
- ❑ Jeanne Goodvin, City of Wichita
- ❑ Dan Gray, American Entertainment Corporation
- ❑ Sonia Greteman, Greteman Group
- ❑ Ken Haberly, Rowdy Joe's Steakhouse
- ❑ Bob Hanson, Sports Commission
- ❑ Jerry Harrison, Sedgwick County
- ❑ Dana Hertneky, FOX-TV
- ❑ Jim Hess, Century II
- ❑ Al Higdon
- ❑ Cathy Holdeman, City of Wichita
- ❑ Ken Jamros, Comfort Inn South
- ❑ Mary Jobe, Cox Communications
- ❑ Joe Johnson, Schaeffer Johnson Cox Frye
- ❑ Wendy Johnson, Wichita Area Chamber of Commerce
- ❑ Jerry Jones, Slawson Real Estate
- ❑ Eric Keys, Kansas African American Museum
- ❑ Beth King, Wichita/Sedgwick County Art & Humanities Council
- ❑ Bob Knight, City of Wichita
- ❑ Pat Kohn, Clarion Hotel
- ❑ Haig Kurdian
- ❑ Matt Kuzma, WCVB
- ❑ George Laham, Bradley Fair
- ❑ Don Livengood, Kansas Aviation Museum
- ❑ Bill Livingston, Wichita/Sedgwick County Art & Humanities Council
- ❑ Terry Lowry, The Castle Inn at Riverside
- ❑ Paula Lowry, The Castle Inn at Riverside
- ❑ Doug Mahin, Raytheon
- ❑ Sharon Mallory, Wichita/Sedgwick County Art & Humanities Council
- ❑ Marv McCown, El Dorado CVB
- ❑ Tom McDavitt, Boeing
- ❑ Patty McDonough, Towne East Square
- ❑ Jim McNiece, Wichita/Sedgwick County Art & Humanities Council
- ❑ Joe Miller, Wichita/Sedgwick County Art & Humanities Council
- ❑ Janet Miller, Exploration Place
- ❑ Ted Morris, Crown Uptown Theatre
- ❑ Debbie Mouser, Village Tours and Travel
- ❑ John Nath, Kansas Coliseum

- ❑ Susan Norton, Wichita/Sedgwick County Art & Humanities Council
- ❑ Jeff Ollenberger, Kansas Cosmosphere
- ❑ Susan Osbourne-Howe, Newman University
- ❑ Burton Pell, Wichita/Sedgwick County Art & Humanities Council
- ❑ Marci Penner, Kansas Sampler Festival
- ❑ Sheryl Person, Wichita Boathouse
- ❑ Jan Peters, Historic Fox Theatre
- ❑ Michael Phipps, Airport Hilton Hotel
- ❑ Peter Pitz, Wichita Eagle
- ❑ Bob Puckett, Wichita/Sedgwick County Historic Museum
- ❑ Mark Reed, Sedgwick County Zoo
- ❑ Barbara Rensner, Wichita/Sedgwick County Art & Humanities Council
- ❑ Marilyn Richwine, Cessna
- ❑ Monty Robson, City of Wichita
- ❑ Renae Ryan, Ryan Aviation
- ❑ Ron Ryan, Ryan Aviation
- ❑ Mark Saguser, Spotlight Wichita
- ❑ Tom Smith, City of Wichita
- ❑ Charles Steiner, Wichita Art Museum
- ❑ Rod Stewart, Rod Stewart Realtors
- ❑ Stan Stewart, City of El Dorado
- ❑ Mike Taylor, City of Wichita
- ❑ Dave Trabert, KAKE-TV
- ❑ R.W. VanDyke, Prestige Charter
- ❑ Teresa Veazy, Society of Decorative Painters
- ❑ Barbara Waitt, Hotel at Old Town
- ❑ Jacque Wedel, Kansas Coliseum
- ❑ Tim Whitsman, Wichita Area Chamber of Commerce
- ❑ Diana Wilcox, FOX-TV
- ❑ Gill Wohler, Wichita Radio Partners
- ❑ Jim Worthington, Entercom
- ❑ Janet Wright, Wichita Festivals, Inc.
- ❑ Barbara Yarnell, Botanica

Appendix II.

Secondary Research Review

- ❑ Wichita Convention & Visitors Bureau Marketing Plan – March 1999-2000
- ❑ Wichita Convention & Visitors Bureau Marketing Plan 1999-2000
- ❑ Wichita Convention & Visitors Bureau 1999 Annual Report
- ❑ Wichita Convention & Visitors Bureau March 2000 Web Tracking Report
- ❑ Wichita Convention & Visitors Bureau Strategic Plan 1998-2000
- ❑ Wichita Convention & Visitors Bureau Marketing Plan 1999-2002
- ❑ PRIZM Profile Report
- ❑ PRIZM MPI Report
- ❑ PRIZM MPI Map
- ❑ Rank Order Correlation Report
- ❑ The Vision For Wichita Tourism 2000 & Beyond – Gene Countryman
- ❑ ICMA Volume 28/Number 4 April 1996
- ❑ Zip Code Analysis for Kansas
- ❑ 1998 Wichita River Festival Marketing Study (South Central Kansas) May/June 1998 - The Research Center
- ❑ Wichita Community Cultural Plan Executive Summary - Julie Spencer And Associates
- ❑ Art Advisory Committee Strategic Plan July 1999
- ❑ Retail Market Analysis Proposed East Bank Development Central Business District Wichita, Kansas - The Research Center
- ❑ April 2000 *Keeper of the Plains*
- ❑ Final Results Wichita Convention & Visitors Bureau Telephone Survey Research Regarding Visitor Inquiries / January 1999 – The Research Partnership
- ❑ Tourism Economic Impact on Wichita/Sedgwick Area For 1998 – Center for Economic Development and Business Research
- ❑ Art Advisory Committee Brainstorming May 31, 2000
- ❑ Economic Impact on the Arts of Wichita/Sedgwick County, Kansas 1997/1998 – The Center For Economic Development And Business
- ❑ Wichita Convention & Visitors Bureau. Inc. 2000 Performance Criteria
- ❑ Additional Revenue Generated by Increasing Number of Tourists by Category – Wichita State University
- ❑ 2000 River Festival Survey Results - City of Wichita
- ❑ Tourism Strategy For Kansas / March 1998 – Young Nichols Gilstrap
- ❑ Sedgwick County Zoo 2000 Market Survey / March 2000 – The Research Center
- ❑ A Look At The Tourism and Convention Fund of the City of Wichita / July 27, 1998 – Center for Economic Development and Business Research

Appendix III.

WCVB Conventions Marketing Strategy

- Participate in /attend national and regional trade shows and conferences
 - Religious Conference Management
 - Destination Show Case – Washington D.C.
 - American Society of Association Executives
 - Hotel Sales and Marketing Association International
 - Meeting Professionals International
 - Chicago Society of Association Executives
 - Society of Government Meeting Planners
 - Council of Engineering & Scientific Society
 - Executive Professional Convention Management Association
 - Affordable Meetings West
 - Association of Conference Management Executives
- Seek participation at industry trade shows from Wichita area hotels/motels
- Sales strategy
 - Maintain the following marketing mix of convention bookings:
 - National/regional – 35%
 - Statewide – 65%
 - Develop an aggressive strategy for lead generation and follow-up.
Suggested tactics:
 - Direct sales (face-to-face)
 - Telemarketing
 - Direct mail
 - Conduct sales blitzes aimed at major association and meeting markets including:
 - Washington D.C.
 - Chicago
 - Nashville
 - Memphis
 - St. Louis
 - Denver
 - Indianapolis
 - Minneapolis/St. Paul
 - Dallas/Ft. Worth
 - Expand the Bureau's presence in the state association marketplace through personal contact and telemarketing.
 - Work with the Kansas Society of Association Executives to develop an awareness of Wichita as a potential convention destination.
 - Conduct regular sales blitzes to Topeka to apprise KSAE members of

- changes in Wichita's convention package.
 - Exhibit at the KSAE Annual Meeting
 - Work with with KSAE to solicit national and regional conventions.
- Expand direct sales efforts to regional markets
- Explore Multi-Cultural Opportunities
 - Identify leaders in Wichita's multi-cultural community who can assist the Bureau in attracting conventions, representing ethnically diversified organizations
 - Seek publicity in ethnically-oriented publications, e.g., *Black Meetings and Conventions*
- Strengthen Wichita's positioning as a convention and meetings destination with local area organizations, to increase visibility within specific vertical markets.
 - Develop a marketing plan to increase convention contacts and prospects within the following markets:
 - Education (The Wichita State University, Newman University, Friends University)
 - Healthcare and medical organizations
 - Aviation industry
- Recognition Program
 - Maintain the WCVB's *Thank You Award* program for individuals who are instrumental in obtaining convention business:
 - Present the honoree with a certificate at a monthly meeting
 - Invite the media to the meeting
 - Provide a photo opportunity
 - Host an annual luncheon honoring all individuals
 - » Create sponsorship opportunities
 - » Encourage companies to support the event by buying tables
 - » Invite the media (photo op)
- Improve the level of service provided to meeting planners and convention groups
 - Develop and actively promote the following services:
 - Meeting site coordination
 - Registration assistance
 - Tour and activity planning
 - Promotional assistance
 - Brochures
 - Central housing opportunities
 - Revise and update the Convention Services Directory
 - Conduct on-site visits to assess performance
 - Develop new services to meet the needs and expectations of meeting planners, e.g., restaurant reservation service
- Present convention services at booking:
 - Distribute introduction letter describing services. Include WCVB membership directory, Bureau Official Visitors Guide and brochures.

- Meet personally with key meeting planners and participate in site tours with the convention sales manager.
 - Distribute a list of services with prices and actively promote through telemarketing and direct mail
 - Registration assistance
 - Housing Bureau
 - Laser printer name badge service
 - Plastic bags
 - Folders
 - Pre-convention mailer
 - Coordinate pre and post convention surveys
 - Speaker staff ribbons
 - Wichita postcard series
 - Wichita and Kansas souvenirs including “Wichita Hi”
 - Bureau brochures and publications
 - Insure continuity of services
 - Develop a convention services manual
 - Daily, weekly, monthly, quarterly job requirements
 - Train additional staff
- Continue computer education program for registration hostesses

Appendix IV.

Wichita Air Week

Air Shows are the largest spectator sport in America, followed closely by Nascar and Wrestling. An Air Show schedule, which runs from March through October, attracts literally millions of spectators, pilots and dollars – all in the name of aviation. The Experimental Aircraft Association (EAA) has done a marvelous job of multiplying itself with various venues across America. Sun 'N Fun in Lakeland, Florida, Northwest Aviation Expo in Arlington, Washington, Copper State in Phoenix, Arizona and Air Venture in Oshkosh, Wisconsin are all well-known Air Shows sponsored by the EAA.

With a few exceptions, the remaining segments of aviation such as General Aviation, military aviation, airline affiliations and commercial aviation, all show their products and draw their crowds at a variety of events, randomly scheduled and most often locally promoted. Therein lies an excellent opportunity for the City of Wichita.

Wichita, Kansas is unquestionably the center of all General Aviation in the United States. All pilots, regardless of the make and model of aircraft with which they are familiar, will admit that Wichita is the General Aviation Capital of the world.

In light of this fact, an aviation event promoting the city of Wichita and its aviation heritage is a logical step in the continuing growth of the aviation roots that are already so firmly established.

Based on a weeklong schedule of activities, **Wichita Air Week**, will become one of the largest, and best attended events in Aviation. Through careful management of sponsorships, manufacturer participation, event planning and promotion, **Wichita Air Week** will become, for manufactured aircraft, pilots that fly them, aviation enthusiasts, international governments and the general public, an event not to be missed and a tremendous draw for the City of Wichita.

Follows is a brief description of the types of activities which will be included:

- Center on the already successful military air show in Wichita. Add to it by inviting other military manufacturers to bring hardware for both static and aerial display. Promote the event as an International Event and include foreign manufacturers. Currently there is no equivalent to the "Paris Air Show" in America and yet such an event would undoubtedly attract worldwide attention.

- A world class Air Show held daily. Include not only classic aerobatic acts but also flight demonstrations of military hardware.
- Aviation manufacturers located in Wichita must be convinced to participate. A "Return to your Roots" theme for Cessna and Beech products will generate a great deal of excitement among owners of these products. Factory tours of every aviation manufactures facilities in Wichita including Learjet, Boeing, Cessna and Beech would be a tremendous draw and should also be considered in this. (While there will be reluctance from manufacturers on this, the benefits for the city and for the industry would be enormous. Press coverage alone would multiply awareness and a strategy for convincing them must be developed)
- A level of competition among aircraft owners will also be an excellent draw. By designating certain surrounding airports as a particular manufacturer's "base airports", many contest and prizes will draw participants. A few suggestions:
 1. Mail to every aircraft "user group" promoting the trip. By getting these groups on board, they will help promote the event. (These groups operate on shoe-string budgets and a promise of a few pages of advertising in their news letters will ensure tremendous exposure)
 2. Provide prizes for the "queen of the fleet" such as the Best Bonanza of all the Bonanza Owners Society, etc. These prizes will be sponsorship prizes and should be of significant value. The grand prize being the "Queen of the General Aviation Fleet" winning a prize along the lines of a Hummer or other such unique prize.
 3. Manufacturers not located in Wichita must be enticed to participate. Free exhibit space for out-of-state manufacturers and the same type of programs will apply.
 4. Help the various aircraft groups develop a theme for their "home base" airport and judge the setup based on the execution of the theme for creativity.
- The Wichita Convention Center should be the home of a full week's worth of activities and shows. Famous speakers, such as Astronauts, Rod Machado, test pilots, Airline Presidents and others can all be combined with music groups, dance troupes, orchestras and other entertainment to make the evenings truly memorable.
- The FAA must be convinced to have a large presence. Any pilot wishing to go through the "Wings" program for continued education should be

able to attend enough seminars in this one week, to achieve the highest level. (This normally takes many months)

- Hotels, motels and restaurants must be on board with decorations and specials promoting the week.
- Transportation must be arranged and provided. From airports, to hotels, to the convention center – it must be quick, easy and professional.
- Oil companies should be approached to participate in this event by offering fuel at cost or at a greatly reduced price. The recognition and promotional value for these companies will be considerable.

These are a few of the ideas which will be addressed and discussed more thoroughly explained in a detailed proposal if the decision is made to proceed with this project. Recognizing the immensity of the task, a Marketing and Promotions group, familiar with aviation, air shows, trade shows and event marketing must be selected.

Aviation Communications Group of Vero Beach, Florida has the expertise required to successfully complete such a task. Made up of aviation and marketing professionals from around the world, **ACG** has over 200 years of combined experience in the aviation-marketing field. With experience at such air shows as Singapore Air Show, Paris Air Show, Friedrichshafen, National Business Aircraft Association, Aircraft Owners and Pilots Association Expo, Air Venture and numerous others, there is no aspect of this business with which the staff and advisors of ACG are unfamiliar.

Appendix V.

Media Plan / Internal Advertising Campaign

Media Objective

Reach 100% of the households within the city of Wichita an average of 115 times each month January through June, 2001.

Media Strategy

The media campaign to reposition the city of Wichita in the minds of the citizens will utilize all media outlets. Each "media partner" will be asked to make a donation of airtime and/or space at a rate seven-to-one. For planning purposes, the agency will use gross-rating-points as the measurement for all mediums used in this plan. Television estimated rating point delivery is based upon household ratings. Radio estimated rating point delivery is based upon 18 plus.

Television

As stated above, each station will be asked to air seven rating points for each rating point purchased. The stations will be given a bank of advertising dollars with the following day-part distribution:

- 5% of money in Early Morning (6AM-9AM)
- 15% of money in Day Time (9AM-3PM)
- 5% of money in Early Fringe (3PM-5PM)
- 10% of money in Early News (5PM-6:30PM)
- 5% of money in Prime Access (6:30PM-7PM)
- 30% of money in Prime Time (7PM-10PM)
- 20% of money in Late News (10PM-10:30PM)
- 10% of money in Late Fringe (10:30PM-12Midnight)

Stations that do not air an early news and late news product should reposition those dollars into prime access and prime time programming.

KAKE-TV (Channel 10, ABC)

Day-part	Avg HH Rating	Estimated Paid Rating	Estimated Match Rating	Total Rating
EM (5%)	5.0	62.5	437.5	500.0
DT (15%)	3.0	125.0	875.0	1,000.0
EF (5%)	4.0	37.0	259.0	296.0
EN (10%)	8.0	66.5	465.5	532.0
PA (5%)	8.0	26.5	185.5	212.0
PT (30%)	10.0	94.0	658.0	752.0
LN (10%)	12.0	91.0	637.0	728.0
LF (10%)	3.0	71.0	497.0	5,687.0
Total KAKE-TV		573.5	4,014.5	4,589.0
Total Est. Paid Units	112 :30 second			
Total Est. Match Units	784 :30 second			

KWCH-TV (Channel 12, CBS)

Day-Part	Average HH Rating	Estimated Paid Rating	Estimated Match Rating	Total Rating
EM (5%)	3.0	57.5	402.5	460.0
DT (15%)	4.0	136.0	952.0	1,088.0
EF (5%)	4.0	57.0	399.0	456.0
EN (10%)	10.0	62.5	437.5	500.0
PA (5%)	7.0	125.0	875.0	1,000.0
PT (30%)	9.0	93.0	651.0	744.0
LN (10%)	18.0	105.0	735.0	840.0
LF (10%)	5.0	78.0	546.0	624.0
Total KWCH-TV		714.0	4,998.0	5,712.0
Total Est. Paid Units	123 :30 second			
Total Est. Match Units	861 :30 second			

KSN-TV (Channel 3, NBC)

Day-Part	Average HH	Estimated Paid Rating	Estimated	Total Rating
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	Rating		Match Rating	
EM (5%)	4.0	51.0	357	408.0
DT (15%)	2.0	111.0	777	888.0
EF (5%)	4.0	57.0	399	456.0
EN (10%)	6.0	59.0	413	472.0
PA (5%)	15.0	36.0	252	288.0
PT (30%)	10.0	104.0	728	232.0
LN (10%)	9.0	80.0	560	640.0
LF (10%)	4.0	46.0	322	368.0
Total KSN-TV		544.0	3,808	4,352.0
Total Est. Paid Units	125 :30 second			
Total Est. Match Units	875 :30 second			

KSAS-TV (Channel 24, FOX)

Day-Part	Avera ge HH Rating	Estimated Paid Rating	Estimat ed Match Rating	Total Rating
EM (5%)	1.0	25.0	175.0	200.0
DT (15%)	1.0	62.0	434.0	496.0
EF/PA (20%)	3.0	36.0	252.0	288.0
PT (50%)	4.0	62.0	434.0	496.0
LF (10%)	1.0	19.0	123.0	152.0
Total KSAS-TV		204.0	1,428.0	1,632.0
Total Est. Paid Units	125 :30 second			
Total Est. Match Units	875 :30 second			

Warner Brothers

Day-Part	Average HH Rating	Estimated Paid Rating	Estimated Match Rating	Total Rating
DT (25%)	.5	10.0	70.0	80.0
EF/PA (25%)	1.0	25.0	175.0	200.0
PT (25%)	1.5	15.0	105.0	120.0
LF (25%)	.5	12.5	87.5	100.0
Total WB		62.5	437.5	500.0
Total Est. Paid Units	80 :30 second			
Total Est. Match Units	560 :30-second			

Paramount

Day-Part	Average HH Rating	Estimated Paid Rating	Estimated Match Rating	Total Rating
DT (25%)	.5	75.0	525.0	600.0
EF/PA (25%)	.5	75.0	525.0	600.0
PT (25%)	.5	.0	525.0	600.0
LF (25%)	.5	75.0	525.0	600.0
Total Paramount		300.0	2,100.0	2,400.0
Total Est. Paid Units	600 :30 second			
Total Est. Match Units	4,200 :30-second			

Cox Communications (Cable)

Day-Part	Average HH Rating	Estimated Paid Rating	Estimated Match Rating	Total Rating
DT (25%)	1.0	31.0	217.0	248.0
EF/PA (25%)	1.0	31.0	217.0	248.0
PT (25%)	1.0	31.0	217.0	248.0
LF (25%)	1.0	31.0	217.0	248.0
Total WB		124.0	868.0	992.0
Total Est. Match Units	124 :30-second			
Total Est. Match Units	868 :30-second			

RADIO

Wichita is home to three major radio station groups which are outlined below. Radio will allow us the ability to add the needed frequency to our commercial message.

Entercom: KEYN-FM, KWSJ-FM, KWCY-FM, KFH-AM, KNSS-AM, KQAM-AM and KDGS-FM

Journal: KFDI-AM, KFDI-FM, KOEZ-FM, KICT-FM, KLLS-FM and KYQQ-FM

AM/FM: KRBB-FM, KZSN-FM, KKRd-FM and KRZZ-FM

Each of these radio groups will be allocated \$20,000 to be split equally between their respective stations. It is suggested that we deal with radio stations on a commercial unit basis rather than an overall rating point delivery.

Radio Group	Estimated Paid GRPs	Estimated Match GRPs	Total GRPs	Units	Match units	Total Units
Entercom	1,071.0	7,497.0	8,568.0	714	4,998	5,712
Journal	1,333.0	9,331.0	10,664.0	571	3,997	4,568
AM/FM	1,000.0	7,000.0	8,000.0	307	2,149	2,456
TOTAL	3,404.0	23,828	27,232.0	1592	11,144	12,736

OUTDOOR

Donrey Outdoor will be asked to partner with us to develop a “poster rotary” billboard campaign that will cover the city of Wichita.

	Estimated Paid GRPs	Estimated Match GRPs	Total GRPs	Paid Boards	Match Boards	Total Boards
Donrey Outdoor	,250.0	15,750. 0	18,000. 0	30	210	240

PRINT

The Wichita Eagle and Wichita Business Journal will be asked to contribute at the same level as other media partners (7-1). The Wichita Eagle will be asked to work with us on a total column inches basis. The rate used is an average rate Monday through Sunday using the 1080 non-profit agreement.

	Estimated Paid GRPs	Estimated Match GRPs	Total GRPs	Paid Insertions	Match Insertions	Total Insertions
Wichita Eagle	420.0	2,940.0	3,360.0	7	49	56
Wichita Business Journal	100.0	700.0	800.0	4	21	25
TOTAL	520.0	3,640	4,160.0	11	70	81

The Wichita Business Journal will be asked to develop an insertion program built around an average ad size of 7 ½ x 10".

SUMMARY

Television	Paid GRPs	Match GRPs	Total GRPs
KAKE-TV	573.5	4,014.5	4,589.0
KWCH-TV	714.0	4,998.0	5,712.0
KSN-TV	544.0	3,808.0	4,352.0
KSAS-TV	204.0	1,428.0	1,643.0
WB-TV	62.5	437.5	500.0
Paramount	300.0	2,100.0	2,400.0
Cox Cable	124.0	868.0	992.0
<i>Radio</i>			
Entercom	1,071.0	7,497.0	8,568.0
Journal	1,333.0	9,331.0	10,664.0
AM/FM	1,000.0	7,000.0	8,000.0
Outdoor			
Donrey	2,250	15,750.0	18,000.0
Print			
Wichita Eagle	420.0	2,940.0	3,360.0
WBJ	100.0	700.0	800.0
TOTAL	8,696.0	60,882.0	69,580.0

Appendix VI.

Public Relations Overview

- Public Relations Vs Marketing
 - Marketing Is *Everything* You Do to Get More People to Buy Your Product More Often and for More Money
 - Public Relations Is a Subset of Marketing
 - PR Lets People Draw Their Own Conclusions
 - PR Shows Rather Than Tells

Pros of Public Relations

- Increased Credibility
- Tremendous ROI
- Third-party Endorsement
- Greater Reach
- Reinforces Marketing Effort

Cons of Public Relations

- Decreased Control of Message
- No Guarantees of Placement

PR Vehicles-Internal Audience

- Local & Regional Newspapers
- Local & Regional Television
- Local & Regional Radio
- Grassroots
- Specialty Publications
- Special Events & Sponsorships
- Outdoor

PR Vehicles-External

- Travel & Leisure Publications
- Airline Magazines
- Cable Television
- Trade & Niche Publications (Hospitality, Aviation, Fraternal, Retirees)
- Frommers/Fodors Guides
- Online

PR Objectives

- Tightly Integrate PR With Marketing Campaign
- Parallel & Support Marketing Theme
- Change the perception of Wichita Internally & Externally
- Establish Buy-in, Build Enthusiasm and Promote a Coherent Message

PR Strategies-Basic Internal

- Launch Campaign with City Manager's Office, WCVB, CofC First
- Position Key Spokespeople As Experts With Editors and Reporters
- Media Relations Training & Target Messages for Key Spokespeople
- Media Event for 1st Ambassador Class
- Ongoing Media Relations, News Releases, etc.

Sample Key PR Strategies-Internal

- Promote Wichita Restaurants
 - Monthly How-To Food/Recipe Column Supplied to Regional Newspapers
 - Feature Different Wichita Restaurant/Chef Each Month
 - Supports "Big City" Theme
- Promote Exploration Place
 - Regular Hands-On Science VNRs for Local/Regional Television
 - Supports "Big Time" Theme & Family Fun

PR Strategies-Basic External

- Familiarization Junkets for Travel & Leisure Writers
- Feature Articles in Airline, Travel & Leisure Pubs
- Feature Articles in National Newspapers (USA Today, etc.)
- Speakers Bureau
- KS Film Commission
- E-Mail Updates to Food, Travel & Leisure Writers

Sample Key PR Strategy-External

- Teaser Campaign to Travel & Leisure Writers to Generate Excitement About Wichita
- 3 Consecutive Week Direct Mail

Teaser Campaign Detail

- First Mailout (Big City)
 - Photos of Wichita Landmarks-Cropped or Shot from Odd Angles
 - Obscure Facts about Wichita
 - Writers Must Guess the City
- Second Mailout (Big Time)
 - Graphics, Photos & Information about Wichita Attractions
 - Photos not Identified
 - Writers are Still Guessing
- Third Mailout (Big Surprise)
 - Information Packet Identifying all Previous Materials
 - Background Information on Wichita
 - Invitation to Familiarization Trip

Appendix VII.

Web Marketing Strategy

□ Portal

- Since it is impossible to control the Wichita sites posted on the web, the importance of having locally- produced web sites project a consistent image of the City is imperative
- Implementation of the following elements will unify the web sites and provide a more user-friendly experience for all visitors:
 - Strategically placed Icon positions sites as an “official Wichita web site”
 - Provides consistent positioning for the City of Wichita
 - Use common graphic icons/buttons that link similar pages, e.g., Zoo, Botanica
 - Create a partner section on each Home Page with links to the partners. (Include a brief java roll-over descriptor, e.g., City of Wichita website: Resource for city information and issues)
- Hold periodic meetings with partner site webmasters to discuss issues such as:
 - How to integrate information
 - Link exchange
 - Online promotions
- Include webmasters from attractions, shopping, accommodations and restaurant sites as appropriate

□ Content

- Establish guidelines for updating each major content page, e.g., update calendar weekly, membership page monthly
- Establish a reciprocal link wherever feasible
- Incorporate hyper links from all mentioned attractions, hotel/motels, etc. to appropriate web site.
- Expand the links to the WCVB’s member sites. Encourage reciprocal links to the WCVB site.
- Personalize the visitor experience from information obtained through eMail registration
- Hold video streaming events e.g., Interviews with interesting people; simulcast elements of major events
- Develop a Kids Page
- Develop a Teens Page
- Develop a “living history of Wichita” page
 - Include photographs and other art work that help tell the story...past, present, future
 - Feature live interviews with local citizens who have interesting stories to tell. Achieve by subject, interviewee, date.
 - Have web access at the Boathouse kiosk
- Feature Master Plan Events Calendar
 - Encourage this to be a collective effort by all who will benefit from the exposure
 - Include illustrations and photos were possible
 - Link to 360’ virtual tours
 - Develop search capabilities by
 - Key word
 - Special interest e.g., art, sports, museums
 - Date
 - Segments e.g., kids, aviation, seniors, tours
- Design the Home Page with more compelling and interactive features:
 - Include link to ePostcard page
 - Post an interactive real time survey
 - Add an interest feature that changes daily e.g., highlight an upcoming event;

- promote a large convention; encourage visitors to drill down to a special page
- Include an eMail link for further information on all convention planning pages.
- Create a community bulletin where visitors can share their experiences. Create sections by segment and interest e.g., kids, the arts, shopping.
- Add a *Weather in Wichita* section to the Home page. Promote the fact that Wichita has 300 days of sunshine.
- Create an Online Visitors Guide that can be downloaded either in a PDF format or in a use-friendly printer version.
 - How to arrive
 - Driving direction (Link to www.mapquest.com)
 - Airlines/Airport
 - Buses
 - Getting Around Wichita
 - Transportation
 - Taxicabs
 - Parking
 - Traffic Regulations
 - During Your Stay
 - Post Offices
 - Banks – ATMs
 - Hospitals
 - Time Zone
 - Weather/climate
 - Maps

□ Viral Marketing

- Create a series of ePostcards based on Wichita scenes
- Develop an opt-in mailing list
 - Maintain the database by interest and segment
 - Registration information should include elements that will assist in profiling visitors. The data should include:
 - Name
 - Preferred Name (to use in correspondence)
 - eMail address
 - Area of interest (pull down menu)
 - Address (or zip code)
 - Comment field
- Opt-in eNewsletters. Promote upcoming events, happenings & other interesting Wichita news.
 - Archive all editions and include search capabilities by subject, date, key word.
 - Add a hyperlink directed to the website to easily access more information.
 - Extend viral marketing efforts by:
 - Informing how to sign-up for the eNewsletter with a link to the registration page of the website.
 - Including a message to “pass along”
- Present every nth visitor with free tickets to events, attractions or other Wichita products/services.
- Develop a virtual Wichita “toy” that will promote the image of Wichita and encourage tourism.

□ Visitor Satisfaction - *eMail Response Strategy*

- Develop rapid response guidelines to eMail inquiries
- Request that all staff members include an online “signature” with eMail responses:
 - Name
 - Telephone number

- Live link to Website
- eMail address
- Street address
- Wichita positioning statement/tag line
- Encourage members of the WCVB and Chamber to add a Wichita tag line to their online signatures along with a live link to the web site.
- Personalize the responses by addressing the visitor by name
- Develop response messages that are written in user-friendly language
- Create value-added responses by including additional information such as a reference to a feature on the web site via an embedded link in the response.
- Take advantage of the dialogue initiated by the visitor by asking a few demographic, product-based or web site design questions.
- Ask permission to include the visitor in an eMail newsletter
- **Evaluation/Research**
 - Develop tracking capabilities to measure unique visits for each major page.
 - Install software that can track visitor destinations.
 - Place a mini-questionnaire on the Home page to check the pulse of visitors. Post the results.
 - Utilize the opt-in mailing list for research studies for both convention/business and leisure visitors. Offer attraction tickets, dinners and other Wichita-based products/services as incentives.
- **Online Promotions**
 - Create an interactive viral banner game incorporating Wichita attractions.
 - Develop an online scavenger hunt where visitors collect points from linked sites by finding objects or answering questions:
 - Include prizes from local merchants, attractions, and restaurants
 - Create sponsorship opportunities
 - Promote offline as well as online at partner and participating attractions web sites
- **Technical Development**
 - Ensure that all pages contain a link to the Home page.
 - Ensure that all pages are identified with the name of the organization.
 - Periodically test the internal and external links.
 - Optimize placement in search engines:
 - Work with a company/consultant to ensure that the site's meta tags and word frequencies are aligned with major search engine recruitments.
 - Target site to be in the top ten placement on major search engines.
 - Review placements on a monthly basis.
 - Add a link to the webmaster for web site problems.
- **Online Advertising**
 - Internal
 - Develop a banner ad and sponsorship program
 - External
 - Consider banner ads or sponsorships on niche market websites, e.g., aviation sites, travel sites
 - Affiliate Marketing Programs
 - To add value and generate additional revenue, explore affiliate programs such as Amazon.com or bn.com
 - Key Word Buys
 - Consider purchasing key words on ToGo.com, Findwhat.com, Hitsgalore.com and Kanoodle.com
- **Meeting and Hospitality Industry**

- Promote the web site to this audience highlighting rapid response and downloadable information that will make their job easier.
- Conduct research among meeting planners to determine:
 - Sites typically used when planning conventions and meetings
 - Sites used when researching Wichita
 - The type of information that would be most useful from Wichita's web site
- Encourage attractions, hotels/motels, events to place a "meeting planner" icon that links to the WCVB meeting planner page. Include a java script descriptor that indicates the site is the major online Wichita resource for the tourism industry.

□ Meeting and Hospitality Industry

- Develop an opt-in mailing list
- Utilize eMail to send pre/post event information and feedback surveys from conferences, tours, Fams.

□ Online Strategy

- Create and regularly distribute opt-in eNewsletters.
- Use the eNewsletter to promote upcoming events, happenings & other interesting Wichita news.
- Archive all editions and include search capabilities by subject, date, key word.
- Add a hyperlink directed to featured websites for the user to easily access additional information.
- Extend viral marketing efforts by:
 - Providing information on how to sign-up for the eNewsletter with a link to the registration page of the website
 - Including a message to "pass along"
- Lead Generation Program
 - Promote the web site as a channel to generate convention and meeting leads.
 - Ensure that requests for information are followed-up within the same business day.

□ Privacy Policy

- Add a link to the privacy policy page on the Home page
- Elements of the privacy policy should include:
 - Verification that the information collected will not be sold or transferred to a third party.
 - How the information will be used, e.g., aggregate statistical data to improve the content of the site and the city of Wichita.
 - Instructions on how to opt-out of the eMail newsletters.

Appendix VIII.

Table of Contents
Tourism Inventory
Updated: September 7, 2000

I. Butler County

A. Andover

1. Attractions: Museum of the American Fan Collections Association
2. Events: none listed

A. Cassoday

1. Attractions: none listed
2. Events: Prairie Queen Festival
Motorcycle Gathering
Play Days

B. Douglass

1. Attractions: Douglass Historical Society
2. Events: Frontier Day

C. El Dorado

1. Attractions: Butler County Court House
El Dorado Lake State Park
El Dorado Oil Fields & Oil Refining
Flint Hills Overland Wagon Train
El Dorado Lake
Bradford Memorial Library
Kansas Oil & Gas Museum and Hall of Fame
The Coutts Memorial Museum of Art
Gallery of the Hills Atrium
2. Events: Governor's Annual One Shot Turkey Hunt
Hunters Extravaganza
El Dorado Open Car Show
Crappie Tournament for the Handicapped
Bluestem Vintage Car Show
Vietnam Vets Rally
Prairie Port Festival
NBC Midwest Regional Baseball Tournament
Dodge Charger Car Show
Walnut River Festival

D. Potwin

1. Attractions: 1904 Old Limestone Building
1917 Community House and Park
1915 Vickers First Refinery
Sink Hole
Circle Feedlot Tours
2. Events: none listed

E. Towanda

1. Attractions: Paradise Doll Museum & Hospital
Towanda Historical Museum
2. Events: none listed

II. Cowley County**A. Arkansas City**

1. Attractions: All Nations Native American Center
Chaplin Nature Center
Cherokee Strip Land Rush Museum
Denton Art Center
Earle Wright Gallery
Horizon United Methodist Center - ('Camp Horizon')
Post Musical Homestead
Scott's Museum
Scripture Hill
Stan Herd Mural
Prairie Man
2. Events: Architectural Tours
Tour of Historic Barns; Tour of the Stone Bridges of Cowley County
PrairieFest, A Celebration of the Arts
City Band Series
Maverick Rodeo
New Moon Festival and Opry
Fiesta Independence Day
Last Run Car Show & Nostalgic Drags
Arkalalah
All Nations Native American Pow-Wow
Xi Alpha Upsilon Craft Show
Visions of Childhood Doll & Miniature Show
Fishing and Hunting Opportunities

B. Cambridge

1. Attractions: Places to visit in Cambridge
2. Events: none listed

C. Dexter

1. Attractions: Henry's Candies
2. Events: none listed

D. Winfield

1. Attractions: Architectural Tours
2. Events: Walnut Valley Doll Show
Walnut Valley Festival / National Flat Picking Championship
Wheatland Jam

III. Harvey County

A. Halstead

1. Attractions: Kansas Learning Center for Health
Riverside Park
Halstead Railway Station /
Halstead Historical Museum and Depot
2. Events: none listed

B. Hesston

1. Attractions: Dyck Arboretum of the Plains
2. Events: none listed

C. Newton

1. Attractions: The Campus Granary
Carriage Factory Gallery and Museum
Harvey County Historical Society Library & Museum
Warkentin House Museum
Kaufman Museum
Country Boy Carriage Rides & Prairie Adventures
Sand Creek Trail
2. Events: Mid-America Youth Basketball
Chisholm Trail Festival
Newton Fiesta
Bethel College Fall Festival

D. Sedgwick

1. Attractions: Sedgwick Historical Museum
2. Events: 4th of July
Fall Festival

IV. Kingman County

A. Cunningham

1. Attractions: The Cunningham Museum
2. Events: none listed

B. Kingman

1. Attractions: Cheney Reservoir
Kingman Carnegie Library
Prairie Players Theatre
Byron Walker Wildlife Area
Kingman County State Lake
Hoover Pond
Santa Fe Depot Foundation
Cannonball Stageline Highway
Riverside Island Park
2. Events: 4th of July Fireworks Display
Kingman County 4-H Fair
Kingman County Historical Museum
Kingman Rodeos
Dodge Tuff Enuff Bull Blowout

C. Zenda

1. Attractions: Zenda Museum
Miniature City of Zenda
2. Events: none listed

V. Reno County**A. Buhler**

1. Attractions: Wheatland Park
Wall-Ratzlaff House
Gaeddert Farms Corn Maze
2. Events: none listed

B. Hutchinson

1. Attractions: Airplane Tours - - Mac Air Corp.
Hutchinson Art Center
Kansas Cosmosphere and Space Center
Carey Park
Jim P. Martinez Sunflower Trail
Hutchinson Zoo
Dillon Nature Center
The Flag Theatre
Fun Valley Softball Complex
Hedrick's Exotic Animal Farm
Reno County Museum
Kansas State Fair
Hutchinson's Historic Fox Theater
Sand Hills State Park
2. Events: NJCAA Division I Men's Basketball Championship
Cinco de Mayo
Hutch Fest 2000
Outdoor Art Fair
Future Astronaut Training Program KS Co

C. Pretty Prairie

1. Attractions: none listed
2. Events: Kansas Largest Night Rodeo

D. South Hutchinson

1. Attractions: none listed
2. Events: Our Lady of Guadalupe Fiesta
Art Trek Bike for the Arts

E. Yoder

1. Attractions: Yoder Amish Community
2. Events: none listed

VI. Sedgwick County

A. Bel Aire

1. Attractions: none listed
2. Events: Bel Aire Day

B. Cheney

1. Attractions: none listed
2. Events: Sedgwick County Fair
Memorial Day Regatta

C. Clearwater

1. Attractions: Clearwater Historical Museum/Clearwater Historical Society
2. Events: Rodeo

D. Colwich

1. Attractions: none listed
2. Events: none listed

E. Derby

1. Attractions: none
2. Events: Derby Days

F. Goddard

1. Attractions: Lake Afton Park
Lake Afton Public Observatory
2. Events: none listed

G. Haysville

1. Attractions: none
2. Events: none listed

H. Kechi

1. Attractions: Antique Capital of Kansas
2. Events: none listed

I. Maize

1. Attractions: none listed
2. Events: none listed

J. Mulvane (see Sumner County)

K. Park City

1. Attractions: Kansas Coliseum
81 Speedway
Wichita Greyhound Park
2. Events: Motorfest
Bluegrass Festival

L. Sedgwick (see Harvey County)

M. Valley Center

1. Attractions: Valley Center Historical Museum
2. Events: none listed

VII. Sumner County

A. Argonia

1. Attractions: Argonia International Rocketry Festival
Salter House and Museum
2. Events: none listed

B. Caldwell

1. Attractions: Border Queen Museum
Cherokee Strip Center
Ghost Riders of the Chisholm Trail
The Stock Exchange Bank
Boot Hill Cemetery
Historical Walking Tour
2. Events: Chisholm Trail Festival & Rodeo
Sumner County Fair
All Wheels Super Sunday

C. Mulvane

1. Attractions: Mulvane Depot Museum
2. Events: Showdown in the Valley Car Show
Mulvane Old Settlers Celebration

D. Oxford

1. Attractions: The Old Mill
2. Events:

E. Wellington

1. Attractions: Chisholm Trail Museum
Wellington City Lake
2. Events: Kansas Wheat Festival Car Show

Tourism Inventory

Source of Information: Internet Websites
Researched in January, February, April, May, July 2000
Draft Updated: September 7, 2000

Name of Attraction: Museum of the American Fan Collections Association

City: Andover

County: Butler

Tourism niche market:

Website: www.fancollectors.org

Contact: Name:
 Address: 415 E. 13th St. (Vornado)
 Telephone: 316-733-0035
 Fax:
 Email address:

Brief Description:

The headquarters of Vornado Air Circulation Systems houses the most comprehensive collection of air moving devices in the world. Over 350 fans are on display including rare and one-of-a-kind fans dating from the mid 1800s to the present.

Name of Event: Prairie Queen Festival

City: Cassoday

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Cassoday/pqfest.html>

Contact: Name: City Clerk
 Address: 133 S. Washington, Cassoday, Kansas 66842
 Telephone: 316-735-4252
 Fax:
 E-mail address:

Brief Description:

Date(s) of Event: every year on the third weekend in June

Name of Event: Motorcycle Gathering

City: Cassoday

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Cassoday/events.html>

Contact: Name: City Clerk
 Address: 133 S. Washington, Cassoday, Kansas 66842
 Telephone: 316-735-4252
 Fax:
 E-mail address:

Brief Description:

Owners of all makes and models of motorcyces gather in Cassoday on the first Sunday of every month. Motorcycle enthusiasts can enjoy a buffet breakfast prepared by the Cassoday Café and served under the tents erected on Cassoday's main street. Food service continues through lunch.

Date(s) of Event: first Sunday of every month

Name of Event: Play Days

City: Cassoday

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Cassoday/events.html>

Contact: Name: City Clerk
 Address: 133 S. Washington, Cassoday, Kansas 66842
 Telephone: 316-735-4252
 Fax:
 E-mail address:

Brief Description:

The Cassoday Rodeo Association sponsors Play Days on the 3rd Sunday of each month, April through October. The association also holds a two-day open rodeo and a youth rodeo during the Labor Day weekend. All events are open to the public.

Date(s) of Event: 3rd Sunday of each month, April through October

Name of Attraction: Douglass Historical Society

City: Douglass

County: Butler

Tourism niche market:

Website:

Contact: Name: Douglass Historical Society
Address: 318 Forest Street, Douglass, Kansas
Telephone: 316-746-2319
Fax:
E-mail address:

Brief Description:

Museum exhibits tell the story of Douglass during the 100-year period of 1884-1984. Open Monday through Friday, 10:30 a.m. - 2:30 p.m.

Name of Event: Frontier Day

City: Douglass

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Douglass>

Contact: Name: Douglass Chamber of Commerce
Address: 223 E. 3rd / Douglass, KS 67039
Telephone: 316-746-3135
Fax:
E-mail address:

Brief Description:

Date(s) of Event:

Name of Attraction: Butler County Court House

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Name of Attraction: El Dorado Lake State Park

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Name of Attraction: El Dorado Oil Fields & Oil Refining

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Name of Attraction: Flint Hills Overland Wagon Train

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.wagontrainkansas.com>

Contact: Name: Kathleen Kelly
Address: PO Box 1076, El Dorado, Kansas 67042
Telephone: 316-321-6300
Fax: 316-321-6300
Email address: wagon@southwind.net

Brief Description

For more than twenty years the Flint Hills Overland Wagon Train crew has enabled travelers from around the world to relive the great American trek west. Step back in time to the mid 1800s with an adventure that provides a taste of daily life on the trails. Bring your own camping equipment and bed rolls to spread under the starry Kansas sky. The wagon train crew does the cooking and baggage handling in order to provide a family outing for all ages. Directions: Group meets at the Cassoday Café in Cassoday, Kansas (just off turnpike northeast of El Dorado, Kansas) but wagon travel is in eastern Chase county about nine miles east of Matfield Green, Kansas. Summer weekend trips begin at 9 a.m. at Cassoday Café and end at noon the next day. Admission charge: \$150 adults, \$75 children.

Name of Attraction: El Dorado Lake

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

This beautiful Flint Hills park offers 1,100 campsites (including cabins), five shelter houses, two swimming beaches, a modern marina, and a large amphitheater with an indoor-outdoor stage. Squirrels, rabbits, songbirds, and other wildlife can be seen in the park, and the wildlife area boasts good populations of game species such as wild turkey, prairie chicken,

quail, geese, and deer. Bald eagles also nest in the area. The reservoir has approximately 98 miles of shoreline; the lower half of the lake has steep, rocky shorelines. The average depth of the reservoir is 19 feet.

The Kansas Department of Wildlife and Parks manages the fisheries and wildlife resources of the area. For your convenience you can rent-a-camp; for an additional \$15 the El Dorado State Park crew will set up a tent for you. The campsite includes tent, cots, cooler, Coleman stove and a lantern with fuel.

Name of Attraction: Bradford Memorial Library

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
 Address: 383 East Central, El Dorado, Kansas 67042
 Telephone: 316-321-3150
 Fax:
 E-mail address: info@eldoradokansas.com

Brief Description:

On March 11, 1897, the El Dorado Free Library was established on the second floor of the city building with a \$75 annual allowance from the city fathers. The library was open two hours a day three days a week. On December 2, 1912, the first public library building opened its doors through the generosity of a \$10,000 grant from Andrew Carnegie. In June 1957, Mrs. Ruth Bradford, a library trustee, donated \$200,000 for the erection of a new public library building as a memorial to her husband, Robert H Bradford, an El Dorado businessman and leader. Today, the Bradford Memorial Library actively promotes and invites the use of the collection and the facility by the community.

Name of Attraction: Kansas Oil & Gas Museum and Hall of Fame

City: El Dorado

County: Butler

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/museums/kom/>

Contact: Name: Becky Matticks
Address: 383 E. Central / El Dorado, Kansas 67042
Telephone: 316 321-9333
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

The story of Kansas' early oil fields comes alive at the Kansas Oil and Gas Museum and Hall of Fame, the leading museum dedicated to the discovery and development of the oil industry in the state. The museum celebrates the excitement associated with the development from the year 1860 to the present with particular emphasis on the El Dorado Field and its early history. Admission fee. Monday-Saturday 9 a.m. - 5 p.m.; Sunday 1 p.m. - 5 p.m. Closed on major holidays.

Name of Attraction: The Coutts Memorial Museum of Art

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/kansas/museums/coutts/>

Contact: Name: Coutts Memorial Museum of Art
Address: 110 N. Main, El Dorado, Kansas 67042-0001
Telephone: 316-321-1212
Fax:
E-mail address: coutts@southwind.net

Brief Description:

Beyond the classic columns and heavy door of the Bluestem Building in the 100 block of North Main, visitors find a warm personal atmosphere in which to view the work of artists such as Renoir, Thomas Hart Benton, Frederic Remington and Charles M. Russell. Traveling exhibits and antiques are also displayed among the museum's collection of more than a thousand art objects.

Name of Attraction: Gallery of the Hills Atrium

City: El Dorado

County: Butler

Tourism niche market:

Website:

Contact: Name:
Address: 112 E Central, El Dorado, Kansas 67042
Telephone: 316-321-1250
Fax:
Email address:

Brief Description:

Flint Hills art accompanied by writings of hometown newspaper journalist Rolla Clymer.
Open during banking hours, usually 9 a.m. - 3 p.m., Monday through Friday.

Name of Event: Governor's Annual One Shot Turkey Hunt

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: April

Name of Event: Hunters Extravaganza

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: April

Name of Event: El Dorado Open Car Show

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: May

Name of Event: Crappie Tournament for the Handicapped

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: June

Name of Event: Bluestem Vintage Car Show

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: July

Name of Event: Vietnam Vets Rally (held at the El Dorado State Park)

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: July

Name of Event: Prairie Port Festival

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: July

Name of Event: NBC Midwest Regional Baseball Tournament

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: July

Name of Event: Dodge Charger Car Show

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: September

Name of Event: Walnut River Festival

City: El Dorado

County: Butler

Tourism niche market:

Website: <http://www.eldoradokansas.com/eldentour.html>

Contact: Name: El Dorado Convention & Visitors Bureau
Address: 383 East Central, El Dorado, Kansas 67042
Telephone: 316-321-3150
Fax:
E-mail address: info@eldoradokansas.com

Brief Description:

Date(s) of Event: September

Name of Attraction: 1904 Old Limestone Building

City: Potwin

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Potwin/attracts.html>

Contact: Name: Potwin City Office / 209 N. Randall, Potwin, Kansas 67123
Address: 209 N. Randall, Potwin, Kansas 67123
Telephone: (316) 752-3422
Fax:
E-mail address: potwinks@wheatstate.com

Brief Description:

This rock building once served as Potwin's first bank and now houses the Potwin Public Library. Open Monday 9 a.m. - noon and Wednesday 1:30 p.m. - 6:30 p.m.

Name of Attraction: 1917 Community House and Park

City: Potwin

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Potwin/attracts.html>

Contact: Name:
 Address:
 Telephone:
 Fax:
 E-mail address:

Brief Description:

Located at Miller and Violet Streets, this building has served as a church, jail, library, and city hall although it was originally intended as an entertainment facility

Name of Attraction: 1915 Vickers First Refinery

City: Potwin

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Potwin/attracts.html>

Contact: Name: Potwin City Office / 209 N. Randall, Potwin, Kansas 67123
 Address: 209 N. Randall, Potwin, Kansas 67123
 Telephone: (316) 752-3422
 Fax:
 E-mail address: potwinks@wheatstate.com

Brief Description:

The refinery, located at Anita and Kellogg, shut down in 1964 except for gathering crude oil.

Name of Attraction: Sink Hole

City: Potwin

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Potwin/attracts.html>

Contact: Name: Potwin City Office / 209 N. Randall, Potwin, Kansas 67123
Address: 209 N. Randall, Potwin, Kansas 67123
Telephone: (316) 752-3422
Fax:
E-mail address: potwinks@wheatstate.com

Brief Description:

The sink hole appeared in 1937. It measures 250 feet long by 200 feet wide and 58 feet deep and is located one and one-half miles west of Potwin on Highway 196.

Name of Attraction: Circle "E" Feedlot Tours

City: Potwin

County: Butler

Tourism niche market: agri-tourism

Website: <http://skyways.lib.ks.us/towns/Potwin/attracts.html>

Contact: Name:
Address: 7800 N.W. Tawakoni Road
Telephone: 316-752-3359
Fax:
E-mail address:

Brief Description:

Located west of Potwin on Highway 196, the Circle "E" Feedlot provides a custom feeding operation for 12,000 to 15,000 head of cattle. Tours are available by appointment.

Name of Attraction: Paradise Doll Museum & Hospital

City: Towanda

County: Butler

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Towanda/attracts.html>

Contact: Name: Barbara Brush
Address: 119 S. Sixth St., Towanda Kansas 67144
Telephone: 316-536-2710
Fax:
E-mail address:

Brief Description:

Established in 1989, the museum collection includes more than 2200 dolls. Visitors can observe workers repairing dolls in the doll hospital.

Name of Attraction: Towanda Historical Museum

City: Towanda

County: Butler

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/towns/Towanda/attracts.html>

Contact: Name: Gene Thomas
 Address: 316-536-2500
 Telephone: 316-536-2500
 Fax:
 E-mail address: towmuseum@powwwer.net

Brief Description:

The museum exhibits pioneer relics and collections from early settlers and special collections from other museums.

Name of Attraction: All Nations Native American Center

City: Arkansas City

County: Cowley

Tourism niche market: frontier

Website: <http://www.arkcityks.org/attracts.html>

Contact: Name:
 Address: PO Box 1268, Arkansas City, Kansas 67005
 Telephone: 316-442-4343
 Fax:
 E-mail address:

Brief Description:

Cowley County has the tenth largest Native American population in the State of Kansas. Incorporated in August of 1996, the All Nations Native American Center is governed by a board of directors whose dream it is to build a museum and provide services to Native people of all tribes in Cowley County and the surrounding counties. The Center seeks to develop cultural awareness, to educate, and to develop health and social services for the Native American community. Programs include speakers, community socials, crafts classes, center fund-raisers and an annual powwow.

Name of Attraction: Chaplin Nature Center

City: Arkansas City

County: Cowley

Tourism niche market: eco-tourism

Website #1: <http://horizon.hit.net/~herndon/>

Website #2: <http://www.arkcityks.org/events.html>

Contact #1: Name: Shawn Silliman
Address: Rt. #1; Box 216, Arkansas City, Kansas 67005
Telephone: 316-442-4133
Fax:
E-mail address:

Contact #2: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax:
E-mail address: cvb@horizon.hit.net

Brief Description:

Located five miles northwest of Arkansas City along the sandy beaches of the Arkansas River, Chaplin Nature Center combines 230 acres of magnificent woodlands, prairies and streams. The Wichita Audubon Society now owns and operates the land originally homesteaded in 1874 by a relative of the late Mrs. C. Stedman (Hazel) Chaplin. There are over five miles of walking trails for visitors to trek as they explore the varied environment. The nature trails are open from sunrise to sunset. The habitat is perfect for viewing eagles during the months of January and February. Chaplin Nature Center provides free admission and is open every day; its visitors' center has special hours of operation.

Name of Attraction: Cherokee Strip Land Rush Museum

City: Arkansas City

County: Cowley

Tourism niche market: Frontier History

Website: <http://users.hit.net/~cvb/ac/cstrip.html>

Contact: Name: Tom Junkins
Address: South Summit Street, PO Box 778, Arkansas City, Kansas 67005
Telephone: 316-442-6750
Fax:
E-mail address: museum@horizon.hit.net

Brief Description:

Approximately 21,000 artifacts, pictures and documents are housed in the Cherokee Strip Land Rush Museum. The Governor Robert Docking Memorial Library and Cowley County Genealogy Library are located inside the Museum.

Organized in 1966, the museum seeks to preserve the history of the Cherokee Strip Land Rush of September 16, 1893, and the cultures of those who lived in the strip. Over 110,000 people raced for a piece of the seven million acres opened in the largest run ever held in the United States. Located not far from the northern border with the Cherokee Strip, Arkansas City, Kansas, became the largest registration point for the Run as more than 75,000 eager land seekers and their families moved to the city to register.

Name of Attraction: Denton Art Center

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/attracts.html>

Contact: Name: Ellen Snell
Address: 525 North 4th, Arkansas City, Kansas 67005
Telephone: 316-442-5895
Fax:
E-mail address:

Brief Description:

The exterior of the Denton Art Center is a wonderful example of Italian Renaissance architecture with Prairie-Style influence; the interior design demonstrates the Arts & Crafts Style. The Denton Art Center is the home of the Arkansas City Arts Council and hosts regular exhibits featuring local, regional and national artists.

Name of Attraction: Earle Wright Gallery

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/attracts.html>

Contact: Name:
Address: 125 South 2nd Street

Telephone: 316-442-0430
Fax:
E-mail address:

Brief Description:

The Brown Center on the Cowley College campus houses the Earle Wright Gallery. The work of regionally, nationally and internationally known artists is exhibited. See the sculpture displayed outdoors.

Name of Attraction: Horizon United Methodist Center – “Camp Horizon”

City: Arkansas City

County: Cowley

Tourism niche market: Eco-tourism

Website: <http://users.hit.net/~camphrzn/index.htm>

Contact: Name: Pat Simmons, Ed.D.
Address: Route 3/Box 320, Arkansas City, Kansas 67005
Telephone: 316-442-5533 or (800) 486-4425
Fax:
E-mail address: camphrzn@horizon.hit.net

Brief Description:

Located seven miles east of Arkansas City and 1/2 miles west of Silverdale, "Camp Horizon" is nestled in 160 wooded acres on a bluff overlooking the Arkansas River. Purchased by John Hall in 1945 with the dream of building a youth camp, it now provides a variety of outdoor and recreational experiences. A one-half-mile, self-guided tour begins and ends at the natural stone walkway leading to an eighteen-foot high cross on Inspiration Point overlooking the valley.

Name of Attraction: Post Musical Homestead

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/attracts.html>

Contact: Name: Bill Post
Address: Eight miles west of Arkansas City on Highway 166
Telephone: 316-442-4336
Fax:
E-mail address:

Brief Description:

Homesteaded by Harvey T. Post in 1874, the Post Musical Homestead includes the Granary Gallery, the Post Chapel, the Post Country Home, the Post Story Barn, and Tin Pan Alley. All of the buildings contain musical information about the Post family. Original music can be seen and heard throughout the homestead. Every September a Special Music Day is held with entertainment and a local church-sponsored lunch.

Name of Attraction: Scott's Museum

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/attracts.html>

Contact: Name: Otis and Mary Jo Scott
 Address: 906 Mill Road, Arkansas City, Kansas 67005
 Telephone: 316-442-1070
 Fax:
 E-mail address:

Brief Description: A large unique collection of memorabilia filling two buildings with area memories. The artifacts include vintage items and replicas exhibited in domestic and business settings. An 1890 original Montgomery Ward surrey "with the fringe on top" is one of the modes of transportation on display as well as a horse drawn hearse, a sleigh, a 1919 Model T Ford, and a 1948 DeSoto. The model one-room school house was once a cabin in Portland, Kansas, and belonged to a man who ran in the 1893 Cherokee Strip Land Rush. Free admission. Tours by appointment. Closed at this time for renovation.

Name of Attraction: Scripture Hill

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/scriptur.html>

Contact: Name:
 Address: On Highway 77 bypass, Arkansas City, Kansas
 Telephone:
 Fax:
 E-mail address:

Brief Description:

Passengers on the northbound Santa Fe train out of Arkansas City, Kansas, can read the huge stone capital letters on the hill west of the tracks, "Christ Died for the Ungodly," followed by the Bible reference to the book of Romans. Begun in 1897, the text took seven months to build and whitewash. It was rebuilt three times over a thirty-year period to reach the size and shape it is today. Each letter is eighteen feet high, twelve feet wide, and three feet deep. It is about 475 feet long, and is built of stone from the hillside in which it stands. Currently, the Junior Chamber of Commerce sponsors it as their perpetual project.

Name of Attraction: Stan Herd Mural

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/attracts.html>

Contact: Name:
Address: North Side of a Downtown Business
100 Block of North Summit
Telephone:
Fax:
E-mail address:

Brief Description:

The well-known artist and land muralist, Stan Herd, painted this 13 x 52-foot mural in 1982 in commemoration of the Cherokee people and the Cherokee Strip Run. The artwork "portrays two Cherokee representing the deep Cherokee heritage; a cattle herd to represent the cowboys leasing and renting the Cherokee Strip Land; a surveyor representing the mapping of the land for pioneer settlement; and families, horses, and wagons in a cloud of dust to represent the start of the Cherokee Strip Run." Arkansas City is also home to a Stan Herd environmental land installation titled, ? Prairie Man.?

Name of Attraction: Prairie Man

City: Arkansas City

County: Cowley

Tourism niche market:

Website:

Contact: Name:
Address: northeast of Arkansas City, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax:
E-mail address:

Brief Description:

"Prairie Man" is the work of the internationally renowned crop artist Stan Herd. Herd created the three-acre installation in 1997 by subtly manipulating prairie grasses on a south-sloping face of a rock-strewn dry watershed near Cowley County Highway 1. Displacement and repositioning of native stones within the image work together to create a semi-permanent image. The artwork can be seen from both the ground and the air. A PrairieFest concert is held annually at the site.

Name of Event: Architectural Tours

City: Arkansas City

County: Cowley

Tourism niche market:

Website:

Contact: Name: Arkansas City Arts Council
Address: 525 North 4th, Arkansas City, Kansas 67005
Telephone: 316-442-5895
Fax:
E-mail:

Brief Description: Tours feature Victorian, Arts and Crafts, and other styles as well as stained-glass windows.

Date(s) of Event: Contact the Arkansas City Arts Council for more information.

Name of Event: Tour of Historic Barns; Tour of the Stone Bridges of Cowley County

City: Arkansas City

County: Cowley

Tourism niche market:

Website:

Contact: Name: Arkansas City Arts Council
Address: 525 North 4th, Arkansas City, Kansas 67005
Telephone: 316-442-5895
Fax:
E-mail:

Brief Description: Separate tours of historic barns and the stone bridges of Cowley County are conducted. semi-annually.

Date(s) of Event: semi-annually

Name of Event: PrairieFest, a celebration of the arts

City: Arkansas City

County: Cowley

Tourism niche market:

Website: www.prairiefest.org

Contact: Name: PrairieFest
Address: P.O. Box 1147, Arkansas City, Kansas 67005
Telephone: 1-800-593-2222 extension 5208
Fax: 316-441-5350
E-mail address: dac@horizon.hit.net

Brief Description:

PrairieFest provides a showcase for approximately 100 juried artists representing visual and performing arts as well as crafts. The festival also encourages the creative talents of youth and offers a variety of entertainment, food vendors, and activities for children of all ages. PrairieFest features internationally and nationally-recognized performing artists. Evening concerts take place in a variety of beautiful acoustical settings and outdoor venues during a long weekend filled with jazz, classical, blues, and ethnic music.

Date(s) of Event: the first full weekend of June

Name of Event: City Band Series

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/events.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax: 316-441-004
E-mail address: cvb@horizon.hit.net

Brief Description: This 130-year-old authentic middle America community band astounds band lovers with its professionalism and expansive repertoire.

Date(s) of Event: Starts at 7:30 p.m. on Thursday evenings in June, July, and August under the Wilson Park Rotunda.

Name of Event: Maverick Rodeo

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/events.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax: 316-441-0048
E-mail address: cvb@horizon.hit.net

Brief Description:

All the excitement of larger rodeos occurs at this IPRA-sanctioned event sponsored by the local Maverick Rodeo Club.

Date(s) of Event: August

Name of Event: New Moon Festival and Opry

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/events.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax: 316-441-0048
E-mail address: cvb@horizon.hit.net

Brief Description:

Games, rides, varied events, and prizes for all the children take place at the New Moon Festival in Ranney Park. Art and food vendors join the fun and the Country Music Opry Show showcases local talent. All events are free.

Date(s) of Event: first weekend in September

Name of Event: Fiesta Independence Day

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/events.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax: 316-441-0048
E-mail address: cvb@horizon.hit.net

Brief Description:

Fiesta Independence Day celebrates the diversity of Arkansas City's ethnic heritage. Fiesta highlights range from a community picnic to a jalapeno eating contest, piñata blast, bloodless bullfighting, and a women's tortilla race. A Mexican dance tops off the event on Saturday evening.

Date(s) of Event: annually in September since 1997

Name of Event: Last Run Car Show & Nostalgic Drags

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/events.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax: 316-441-0048
E-mail address: cvb@horizon.hit.net

Brief Description:

The Ark City Tumbleweeds host the LAST RUN_R Car Show: the largest car show sponsored by an individual car club in Kansas. The Tumbleweeds organized a record number of 959 entries for its 24th Anniversary show in 1999. Added events include a swap meet, craft show, model car contest, games, Friday night entertainment, and a Saturday evening rock 'n roll dance.

Date(s) of Event: the fourth weekend of September since 1976

Name of Event: Arkalalah

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/arkalah.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax:
E-mail address: cvb@horizon.hit.net

Brief Description:

This annual fall festival draws crowds as large as 30,000 people and is highlighted by the crowning of Queen Alalah. "Arkalalah" is a manufactured word composed of "Ark" from Arkansas City and "alalah," believed to be an Indian word for "good times." Arkalalah kicks-off with the Arkansas City Area Chamber of Commerce Costume Dance. The Parade of Lights takes place on Wednesday evening. Friday night is the crowning of Queen Alalah, traditionally a sophomore at Cowley County Community College. Saturday festivities offer street games, the Arkalalah Run, an afternoon parade and marching band contest, and concessions. Arkalalah is the preferred season for organizational reunions and a traditional homecoming time for many former residents and family members.

Date(s) of Event: a week ending the last Saturday of October since the 1930s

Name of Event: All Nations Native American Pow-Wow

City: Arkansas City

County: Cowley

Tourism niche market: frontier history

Website: <http://www.arkcityks.org/events.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax: 316-441-0048
E-mail address: cvb@horizon.hit.net

Brief Description:

Native Americans celebrate time-honored traditions in this powwow held in Cowley County, home to the 10th largest Native American population in Kansas. Visitors can sample traditional foods such as fry bread and Indian tacos, purchase Indian arts and crafts, and experience some of the excitement and pride of the Native American culture. Large money prizes attract the best Native American dancers.

Date(s) of Event: October

Name of Event: Xi Alpha Upsilon Craft Show

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/events.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax:
E-mail address: cvb@horizon.hit.net

Brief Description:

The craft fair draws 2,000 to 3,000 participants interested in the crafts, concessions, and American quilt raffle held at the Agri-Business Building in Arkansas City.

Date(s) of Event: mid-November since 1976

Name of Event: Visions of Childhood Doll & Miniature Show

City: Arkansas City

County: Cowley

Tourism niche market:

Website: <http://www.arkcityks.org/events.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax:
E-mail address: cvb@horizon.hit.net

Brief Description:

The Arkansas City Area Arts Council hosts the "Visions of Childhood" event in cooperation with the Cowley County College Endowment Association. The project benefits the college's fine arts program and centers around an exhibit and tea room. Exhibits include original and kit designs of miniature buildings along with collectible and individually created dolls and other miniatures. A round-robin workshop provides hands-on activities and ideas for working with miniatures.

Date(s) of Event: November (established in 1994)

Name of Attraction: Fishing and Hunting Opportunities

City: Arkansas City

County: Cowley

Tourism niche market: Hunting

Website: <http://www.arkcityks.org/fishing.html>

Contact: Name: Convention and Visitors Bureau
Address: 106 South Summit, P.O. Box 795, Arkansas City, Kansas 67005
Telephone: 316-442-0230
Fax: 316-441-0048
E-mail address: cvb@horizon.hit.net

Brief Description:

Fishing, boating and hunting are all popular activities in the Arkansas City region. Fishermen enjoy the Walnut and Arkansas Rivers and Cowley County State Lake. Hunters find a variety of game birds and deer in season. Much of the hunting occurs on privately owned land, but several well-known outfitters in the area work throughout the many different hunting seasons of the year.

Name of Attraction: Places to visit in Cambridge

City: Cambridge

County: Cowley

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/cambridge.html>

Contact: Name: City of Cambridge
Address:
Telephone: 316-467-2201
Fax:
E-mail address:

Brief Description:

Community functions still take place in the old school buildings in the north part of town. See the handcrafted stone column on the old bank building located at the main corner on the south side of U.S. Highway 160 and the mural titled, "The Count," on the east side of the Stockman's Café. Across from the café is a photogenic old wagon. Chuck wagon dinners are available by appointment. Saddle making can be observed at the Kansas Saddlery.

Name of Attraction: Henry's Candies

City: Dexter

County: Cowley

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Dexter/index.html>

Contact: Name:
Address:
Telephone: 316-876-5423
Fax:
E-mail address:

Brief Description:

Henry's Candies is located on K-15 in Dexter. Open seven days a week from 8 a.m. - 5 p.m., the factory offers demonstrations on Sundays at 12:30 p.m. and 2 p.m. and group tours by appointment.

Name of Event: Architectural Tours

City: Winfield

County: Cowley

Tourism niche market:

Website:

Contact: Name: Winfield Arts and Tourism
Address: P.O. Box 646, Winfield, Kansas 67156
Telephone: 316-442-5895
Fax:
E-mail:

Brief Description:

Architectural tours feature Victorian, Arts and Crafts, and other styles as well as stained-glass windows.

Date(s) of Event: Contact Winfield Arts and Tourism for more information.

Name of Event: Walnut Valley Doll Show

City: Winfield

County: Cowley County

Tourism niche market: <http://winfieldarts.cjb.net>

Website:

Contact: Name: Phyllis Hearn, Winfield Arts & Humanities Council
Address: 700 Gary, Baden Square, Winfield, Kansas 67156
Telephone: 316-221-2160
Fax:
Email address: wahc@nit.net

Brief Description:

The only juried doll show in Kansas also hosts vendors with doll and doll related item, a gallery display, and lunch provided by the Soroptimist Club. Directions: exit the Kansas Turnpike at Wellington, Kansas, on US 160. Admission charge: \$2.50

Date of Event: 10 a.m. to 4 p.m., on the third Saturday in August

Name of Event: Walnut Valley Festival / National Flat Picking Championship

City: Winfield

County: Cowley

Tourism niche market:

Website: <http://www.wvfest.com>

Contact: Name: Bob Redford
Address: Cowley County Fairgrounds, Winfield, Kansas 67156
Telephone: 316-221-3250
Fax:
Email address: wvfest@horizon.hit.net

Brief Description:

Escape to a musical, magical place showcasing over 150 hours of contests, concerts, workshops, and all-night campground picking. The International Convention for Acoustic String Musicians and other special events take place during this four-day extravaganza. Four official stages are strategically situated to provide minimal audio interference and easy walking distances.

Directions: 45 miles southeast of Wichita on US 160 on the west edge of Winfield. Open 7 a.m. - 11 p.m. Admission charge: \$60 for all four days

Date of Event: Thursday through Sunday on the third weekend in September

Name of Event: Wheatland Jam

City: Winfield

County: Cowley

Tourism niche market:

Website: <http://www.wheatlandjam.com>

Contact: Name: Ryan or Rod Trowbridge
Address: Winfield Fairgrounds, Winfield, Kansas 67156
Telephone: 316-788-3480
Fax:
Email address: winfieldtourism@kscable.com

Brief Description:

Wheatland Jam is an adult oriented two-day rock and roll music festival with overnight camping. Directions: From Kansas Turnpike, exit 19, go east on US 160 to Winfield. Festival grounds are on the right side of road. Admission Charge: \$25-\$150

Date of Event: July 14 - 16, 2000

Name of Attraction: Kansas Learning Center for Health

City: Halstead

County: Harvey

Tourism niche market:

Website: www.learningcenter.org

Contact: Name: Megan Evans, Executive Director
Address: 505 Main Street - P.O. Box 288
Telephone: 316-835-2662 800-798-2124
Fax: 316-835-2755
E-mail address: mevans@learningcenter.org

Brief Description:

The Kansas Learning Center for Health is the first rural health museum in the world and one of only two such centers in the United States. Open Monday through Friday from 10 a.m. to 4 p.m. and Sunday from 1 to 5 p.m. (except December - February). Admission: \$2 per adult.

Name of Attraction: Riverside Park

City: Halstead

County: Harvey

Tourism niche market:

Website:

Contact: Name: City Office
Address:
Telephone: 316-835-3381
Fax:
E-mail address:

Brief Description:

Riverside Park is located at the north edge of the city on the banks of the Little Arkansas River and Black Kettle Creek. The river confluence marks the city's earliest beginnings and is the site of the oldest continuous celebration in Harvey County: the Old Settlers Picnic held every August since 1987. The famous 1955 MGM movie, "Picnic," starring Kim Novak, William Holden and Cliff Robertson, was filmed primarily in Halstead's Riverside Park.

Name of Attraction: Halstead Railway Station - Halstead Historical Museum & Depot

City: Halstead

County: Harvey

Tourism niche market:

Website:

Contact: Name: City Office
 Address:
 Telephone: 316-835-3381 or 316-835-3310 or 316-835-2167
 Fax:
 E-mail address:

Brief Description:

Construction of the Halstead Railway Station finished in 1917 at an approximate cost of \$25,000. The *Halstead Independent* commended the quality of the fourth depot building to serve the city and wrote, "the Santa Fe has provided Halstead with the most modern station that can be built... with steam heating, electric lights, sewer facilities....it is a station capable of meeting the needs of a town ten times our size." Saturday and Sunday 2 p.m.- 5 p.m. or by appointment.

Name of Attraction: Dyck Arboretum of the Plains

City: Hesston

County: Harvey

Tourism niche market: Eco-tourism

Website: www.hesston.edu/arbor/

Contact: Name: Larry Vickerman
 Address: 177 W. Hickory, Hesston, Kansas 67062
 Telephone: 316-327-8127
 Fax:
 E-mail address:

Brief Description:

Great Plains native and hardy non-native plants thrive in the horticultural displays and wildlife habitats that make the arboretum the most visited park in Hesston. A one-half-mile walking path follows the perimeter of the decorative pond. Visitor Center Hours: 9 a.m.- 4 p.m., Monday through Friday. Open Saturday and Sunday 1 p.m. - 4 p.m. from May 1 to October 1.

Name of Attraction: The Campus Granary

City: Newton

County: Harvey

Tourism niche market:

Website:

Contact: Name: Karen Radke
 Address: 300 E. 27th, North Newton, Kansas 67117
 Telephone: 316-283-3940
 Fax:
 E-mail address:

Brief Description:

Located on the Bethel College Campus, this warehouse and market center for wheat weaving supplies ships crafts nationwide. Demonstrations of wheat weaving are available by appointment. Open September - May: 9 a.m. -3:30 p.m. (closed from noon - 1 p.m.), June-August: 9 a.m. - noon. Free admission.

Name of Attraction: Carriage Factory Gallery and Museum

City: Newton

County: Harvey

Tourism niche market: Frontier History

Website:

Contact: Name: Marilyn Musser
 Address: 128 East 6th , Newton, Kansas 67114
 Telephone: 316-284-2749
 Fax:
 E-mail address:

Brief Description:

In 1883 - 1884, J. J. Krehbiel established one of Newton's largest industries, J.J. Krehbiel's Carriage Factory. In 1993, the owners deeded the Carriage Factory building to the Newton Art Association. Fred Krehbiel, great-grandson of J.J. Krehbiel, helped the Art Association construct the gallery and museum and purchased the lots adjacent to the Carriage Factory building for a memorial park in honor of his great-grandfather. Inside The Carriage Factory Gallery you can view and purchase original paintings, glassware, pottery and other artworks by Kansas artists. Open Tuesday - Saturday: 11 a.m. - 4 p.m. Free admission.

Name of Attraction: Harvey County Historical Society Library & Museum

City: Newton

County: Harvey

Tourism niche market: Frontier History

Website: www2.southwind.net/~hchs

Contact: Name: Roger Wilson
Address: 203 N. Main, Newton, Kansas 67114
Telephone: 316-283-2221
Fax:
E-mail address:

Brief Description:

Railroad history and research records highlight the collection. Current exhibits depict the theme "Lost Harvey County" with photographs and a map of "lost settlements and towns." Open Friday - Sunday: 1 p.m. - 4 p.m., closed holidays. Admission: \$2 for adults, \$1 for children aged 6-12, no admission charge for children under 5 years.

Name of Attraction: Warkentin House Museum

City: Newton

County: Harvey

Tourism niche market:

Website:

Contact: Name: Gladys Niles
Address: 211 E 1st St, Newton, Kansas 67114
Telephone: Phone: 316-283-3113 or 316-283-7555
Fax:
Email address:

Brief Description:

This elegant 16-room Victorian house completed in 1887 by Mennonite immigrant Bernhard Warkentin features craftsmanship from all over the world and approximately ninety percent of the original furnishings. Warkentin played an instrumental role in making Kansas the bread basket of the nation through the introduction of turkey red hard winter wheat to Kansas. Open by appointment and on selected afternoons. Admission charge: adults: \$3; children (5-12): \$1.50; private tours: \$3.50

Name of Attraction: Kauffman Museum

City: Newton

County: Harvey

Tourism niche market: Frontier History

Website:

Contact: Name:

Address: 27th & N. Main, North Newton, Kansas 67117

Telephone: 316-283-1612

Fax:

E-mail address:

Brief Description:

The Kauffman Museum is located on the Bethel College campus. The museum emphasizes the cultural and natural history of the Central Plains and the immigration of the Mennonites to Kansas in the 1870s. Hours: Tuesday - Friday from 9:30 a.m. to 4:30 p.m.; weekends from 1:30 p.m. to - 4:30 p.m. Admission: \$2 for adults, \$1 for children aged 6-16.

Name of Attraction: Country Boy Carriage Rides & Prairie Adventures

City: Newton

County: Harvey

Tourism niche market:

Website: <http://www.kscoveredwagon.com>

Contact: Name: Jan Sommerfeld

Address: 1504 S Rock Rd, Newton, Kansas 67114

Telephone: 316-283-2636

Fax: 316-283-2626

Email address: cbcpa@informatics.net

Brief Description:

Journey back to the pioneer days for an outdoor prairie adventure in the Kansas Flint Hills. Enjoy covered wagon rides, meals and entertainment in rural areas untouched by the plow. Reduced rates are available for visitors who bring their own horses. Rides are available from April through October. Call to confirm dates and fees.

Name of Attraction: Sand Creek Trail

City: Newton

County: Harvey

Tourism niche market:

Website:

Contact: Name: Jacob Goering (Chair, Sand Creek Development Committee)

Address: From Athletic Pk at W First to Centennial, Newton, Kansas 67114

Telephone: 316-284-2226

Fax:

Email address:

Brief Description:

Enjoy the 2 and 1/2 mile one-way bike and walking paths running parallel to Sand Creek from the Athletic Park at West First to Centennial Park.

Name of Event: Mid America Youth Basketball

City: Newton

County: Harvey

Tourism niche market:

Website: www.mayb.com

Contact: Name: Greg Raleigh
Address: 216 N. Main, Newton, Kansas 67114
Telephone: 316-284-0354
Fax: 316-284-0294
E-mail address: busy@southwind.net

Brief Description:

Administers youth basketball tournaments throughout central states region. Divisions for 4-12th grade boys and girls teams. Weekends in May, June, and August.

Date(s) of Event:

June 9 - 11, 2000

Name of Event: Chisholm Trail Festival

City: Newton

County: Harvey

Tourism niche market:

Website: <http://www.infonewtonks.com/tourism/chisolm/htm>

Contact: Name: Mike Crupper
Address: Chisholm Trail Festival, P.O. Box 174, Newton, Kansas 67114
Telephone: 316-283-2769
Fax:
E-mail address: for more information contact Newton Chamber & Visitors
Bureau @www.infonewtonks.com or
shelley@infonewtonks.com

Brief Description:

This traditional Fourth of July celebration includes street dances, kids activities, great food, and a fantastic fireworks display.

Date(s) of Event: June 29 -July 4, 2000

Name of Event: Newton Fiesta

City: Newton

County: Harvey

Tourism niche market:

Website:

Contact: Name: Richard Lujano
Address: 325 Southwest 6th, Newton, Kansas 67114
Telephone: 316-284-2808
Fax:
E-mail address:

Brief Description:

The Newton Fiesta celebrates with a parade, three dances, games, Mexican food, mariachis, a car show, crafts, and an historical exhibit.

Date(s) of Event: annually since 1990; September 15-17, 2000

Name of Event: Bethel College Fall Festival

City: Newton

County: Harvey

Tourism niche market:

Website:

Contact: Name: Dave Linscheid
Address: 90 Bethel College, North Newton, Kansas 67117
Telephone: 316-284-2808
Fax: 316-284-5286
E-mail address:

Brief Description:

Family activities, ethnic food, crafts and colorful entertainment create a unique festival in honor of Mennonite culture. The celebration won a place in the 1999 Top 100 Events in North America.

Date(s) of Event: annually in the autumn; October 5-7, 2000

Name of Attraction: Sedgwick Historical Museum

City: Sedgwick

County: Harvey

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/towns/Sedgwick/index.html>

Contact: Name: City Administrative Offices
Address: 511 N. Commercial / P.O. Box 131, Sedgwick, Kansas 67135
Telephone: 316-772-5151
Fax: 316-772-5592
E-mail address: sedgcity@feist.com

Brief Description:

The Sedgwick Historical Museum is located downtown in one of the oldest buildings in Sedgwick. After Park City lost its bid for county seat, the building was moved to Sedgwick in early 1880 and used as a drug store and doctors' office.

Name of Event: 4th of July

City: Sedgwick

County: Harvey

Tourism niche market:

Website:

Contact: Name: City Administrative Offices
Address: 511 N. Commercial / P.O. Box 131, Sedgwick, Kansas 67135
Telephone: 316-772-5151
Fax: 316-772-5592
E-mail address: sedgcity@feist.com

Brief Description:

The Sedgwick Recreation Commission hosts an Independence Day celebration in the park. Games for kids and traditional activities fill the day; many families bring picnic baskets. At dark, there's a big fireworks display.

Date(s) of Event: July 4

Name of Event: Fall Festival

City: Sedgwick

County: Harvey

Tourism niche market:

Website:

Contact: Name: City Administrative Offices
Address: 511 N. Commercial / P.O. Box 131, Sedgwick, Kansas 67135
Telephone: 316-772-5151
Fax: 316-772-5592
E-mail address: sedgcity@feist.com

Brief Description:

The Sedgwick Booster Club sponsors the festival activities ranging from an air show, carnival, parade, and street dance, to a car show, tractor pull, crafts, displays and vendors, and a chili cook-off. On Sunday a community church service takes place at the gazebo in the park. Admission: festival buttons cost \$2 and get you into all events. Buttons may be purchased at various businesses around town.

Date(s) of Event: the third weekend in September

Name of Attraction: The Cunningham Museum

City: Cunningham

County: Kingman

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Cunningham/index.html>

Contact: Name: City Hall
Address: 119 N. Main, Cunningham, Kansas
Telephone: 316-298-3077
Fax:
E-mail address:

Brief Description:

The Cunningham Museum, located in the old AT&SF depot, offers Cunningham area memorabilia and railroad artifacts. The tiny jail next to it looks uncomfortable enough to keep the most hardened criminal honest. Hours: by appointment or when the flag is flying.

Name of Attraction: Cheney Reservoir

City: Kingman in Kingman County

County: Kingman County, Reno County, and Sedgwick County

Tourism niche market: Eco-tourism

Website:

Contact: Name: Kingman Chamber of Commerce
Address: 322 N. Main, Kingman, Kansas 67068
Telephone: 316-532-1853
Fax: 316-532-2147
E-mail address: kcedc@terraworld.net

Brief Description:

Cheney Reservoir occupies parts of three counties and is one of Kansas's largest recreational lakes. Visitors can enjoy swimming, camping, and world class sailing within the 1,700 acres of parklands located 26 miles northeast of the city of Kingman.

Name of Attraction: Kingman Carnegie Library

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name: Linda Slack
Address: 455 North Main, Kingman, Kansas
Telephone: 316-532-3061
Fax:
E-mail address:

Brief Description:

This Carnegie Library, built in 1914 and listed on the National Register of Historic Places, was voted the best library in the nation for a city its size. Hours are 10 a.m. to 8 p.m. Monday, Tuesday, and Thursday; 10 a.m. to 6 p.m. Wednesday and Friday; and 10 a.m. to 2 p.m. on Saturday.

Name of Attraction: Prairie Players Theatre

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name:
Address:
Telephone: 316-532-3853, or 316-532-3156, or 316-532-5210
Fax:
E-mail address:

Brief Description:

See Kingman's finest amateur actors perform. For additional information contact Joyce Silvey, 316-532-3853 or 316-532-3156, or Mary Mize, 316-532-5210.

Name of Attraction: Byron Walker Wildlife Area

City: Kingman

County: Kingman

Tourism niche market: Hunting; Eco-tourism

Website:

Contact: Name: Lesley Morrissey, Economic Development Coordinator
Address: 322 N. Main, Kingman, Kansas
Telephone: 316-532-3694
Fax: 316-532-2147
E-mail address:

Brief Description:

Byron Walker Wildlife Area is a 4,500-acre state game preserve with hunting acres located eight miles west of Kingman on Highway 54.

Name of Attraction: Kingman County State Lake

City: Kingman

County: Kingman

Tourism niche market: Nature & Eco-tourism

Website:

Contact: Name: Lesley Morisse, Kingman Area Chamber of Commerce
Address: 322 N. Main, Kingman, Kansas
Telephone: 316-532-1853
Fax: 316-532-2147
E-mail address: kcedc@terraworld.net

Brief Description:

Located seven miles west of Kingman on Highway 54, Kingman County Lake features fishing, camping, and nature trails.

Name of Attraction: Hoover Pond

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name: Lesley Morisse, Kingman Area Chamber of Commerce
Address: 322 N. Main, Kingman, Kansas 67068
Telephone: 316-532-1853
Fax: 316-532-2147
E-mail address: kcedc@terraworld.net

Brief Description:

Hoover Pond is located in the eastern part of Kingman City Park and has some of the best fishing in town.

Name of Attraction: Santa Fe Depot Foundation

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name: Anita Cheatum
Address: 201 E Sherman, Kingman, Kansas 67068
Telephone: 316-532-2142
Fax:
Email address: the depot@websurf.net

Brief Description:

Constructed in 1910 in the county seat style, this Santa Fe train depot is now used as a visitor's center. Travelers find information and refreshments plus a hostess eager to show the building and tell its history. Space is available for small group meetings inside the depot, on its patio, or under the trees. Hours: 8:30 a.m. - 5 p.m., Monday through Friday; 8:30 a.m. - 12 noon on most Sundays. Call 316-532-3355 or 316-532-2142 for special tours. No admission charge; donations accepted.

Name of Attraction: Cannonball Stageline Highway

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name: Anita Cheatum
Address: 201 E. Sherman, Kingman, Kansas 67068
Telephone: 316-532-2142
Fax:
Email address: thedepot@websurf.net

Brief Description:

Kingman to Greensburg.

Name of Attraction: Riverside Island Park

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name:
Address: S edge on K14, Kingman, Kansas 67068
Telephone:
Fax:
Email address:

Brief Description:

Visitors often see ducks and geese as they walk along the path bordering the South Ninnescah River.

Name of Event: 4th of July Fireworks Display

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name: Lesley Morisse, Kingman Area Chamber of Commerce
Address: 322 N. Main, Kingman, Kansas 67068
Telephone: 316-532-1853
Fax: 316-532-2147
E-mail address: kcedc@terraworld.net

Brief Description:

Fishing derby for the kids, ice cream social, and fireworks display for finale.

Date(s) of Event: July 4

Name of Event: Kingman County 4-H Fair

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name: Marilyn Glenn
Address: 125 North Spruce, Kingman, Kansas
Telephone: 316-532-5131
Fax:
E-mail address:

Brief Description:

Celebrate 4-H with a parade and a pet judging contest.

Date(s) of Event: July 20 through 23, 2000 (changes every year)

Name of Attraction: Kingman County Historical Museum

City: Kingman

County: Kingman

Tourism niche market: Frontier History; Aviation

Website:

Contact: Name: John Trollope; June Walker; Byron Walker
Address: 400 North Main, Kingman, Kansas
Telephone: 316-532-5274 or 316-532-2427
Fax:
E-mail address:

Brief Description:

This museum of local history is housed in the former City Hall located at 400 North Main in Kingman. The 1888 limestone and brick building contains a unique fire hose drying tower, a Stan Herd mural depicting Clyde Cessna, antique fire trucks, dinosaur bones, and many more items. Open Fridays. Appointments are available upon request. Call 316-532-5274 for more information.

Name of Event: Kingman Rodeos

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name: Rob Frampton
Address:
Telephone: 316-532-3560
Fax:
E-mail address:

Brief Description:

Kingman hosts two rodeos each year. The Saddle and Ropers Club sponsors the Kingman Cattlemen's PRCA event and attracts professional cowboys from across the country to Kingman. The Future Farmers of America rodeo provides great family entertainment. Both events take place at the Kingman Rodeo Grounds and Arena.

Date(s) of Event: first weekend in June for Kingman Cattlemen's PRCA Rodeo

Name of Event: Dodge Tuff Enuff Bull Blowout

City: Kingman

County: Kingman

Tourism niche market:

Website:

Contact: Name: Lial Dodge
Address:
Telephone: 316-532-2026
Fax:
E-mail address:

Brief Description:

The blowout features bull riding and the circle of fear.

Date(s) of Event: scheduled for every month

Name of Attraction: Zenda Museum

City: Zenda

County: Kingman

Tourism niche market:

Website:

Contact: Name: Beulah Draber
Address: 208 N. Main, Zenda, Kansas
Telephone: 316-243-5531 or 316-243-5241
Fax:
E-mail address

Brief Description:

Artifacts and articles on the history of Zenda.

Name of Attraction: Miniature City of Zenda

City: Zenda

County: Kingman

Tourism niche market:

Contact: Name: Bonnie Bailey
Address:
Telephone: 316-243-6211
Fax:
E-mail address:

Brief Description:

The second floor of the Municipal Building on Main Street exhibits thirty-six model buildings depicting Zenda's Main Street at the turn of the century. Each miniature building is painstakingly crafted and displayed with pictures of the originals. Call 316-243-6211 any weekday morning to schedule a time to visit.

Name of Attraction: Wheatland Park

City: Buhler

County: Reno

Tourism niche market: Agri-tourism

Website:

Contact: Name: Buhler Chamber of Commerce
Address: P. O. Box 541 / Buhler, Kansas 67522
Telephone: 800-397-3072
Fax:
E-mail address:

Brief Description:

Wheatland Park on the east side of town is well-maintained and extensive. A metal sculpture symbolizes the wheat that makes this area prosperous.

Name of Attraction: Wall-Ratzlaff House

City: Buhler

County: Reno

Tourism niche market: Frontier History

Website:

Contact: Name: Buhler Chamber of Commerce
Address: P. O. Box 541 / Buhler, Kansas 67522
Telephone: 800-397-3072
Fax:
E-mail address:

Brief Description:

Located at 103 N. Maple, this 1898 mansion has been restored to its original state.

Name of Attraction: Gaeddert Farms Corn Maze

City: Buhler

County: Reno

Tourism niche market: Agri-tourism

Website:

Contact: Name: Ruth Gaeddert
Address: 13209 East 82nd Avenue, Buhler, Kansas 67522
Telephone: 316-543-2473
Fax: 316-543-3073
Email address:

Brief Description:

One of only two mazes in Kansas, the Gaedderts Farm Maze challenges visitors to find their way out of a mile of walking paths walled in corn stalks configured in various shapes such as Noah's Ark. Directions: 2 1/4 miles east of Buhler, Kansas on Dutch (82nd) Avenue.
Hours: 10 a.m. - 8 p.m., Monday through Saturday; 1 p.m.- 8 p.m. on Sunday.
Admission charge: \$5 per adult, \$3 per child.

Name of Attraction: Airplane Tours--Mac Air Corp

City: Hutchinson

County: Reno

Tourism niche market: Aviation

Website:

Contact: Name: John Britting
Address: 1180 Airport Road, Hutchinson, Kansas 67501
Telephone: 316-241-0684
Fax: 316-662-7113 316-241-3188
Email address: macair@midusa.net

Brief Description:

Aerial sightseeing tours. Call for reservations.

Name of Attraction: Hutchinson Art Center

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Brett Beatty
Address: 405 N Washington, Hutchinson, Kansas 67501
Telephone: 316-663-1081
Fax: 316-663-6367
Email address: hutchart@aol.com

Brief Description:

The Hutchinson Art Center's permanent collection features an outstanding collection of work by regional artists. The association also sponsors monthly exhibits by local and regional artists. Hours: 9 a.m. - 5 p.m., Tuesday through Friday; 2 p.m. - 4 p.m., Saturday and Sunday. Admission free.

Name of Attraction: Kansas Cosmosphere and Space Center

City: Hutchinson

County: Reno

Tourism niche market: Aviation

Website: <http://www.cosmo.org/>

Contact: Name: Max Ary
 Address: 1100 North Plum, Hutchinson, Kansas
 Telephone: 1-800-397-0330 316-662-2305
 Fax: 316-662-3693
 E-mail address: cosmo@cosmo.org

Brief Description:

The Midwest's premier space museum contains one of the most complete collections of space artifacts outside the Smithsonian Institution. Exhibits range from an SR-71 Blackbird and the Apollo XIII Command Module "Odyssey," to German V-1 and V-2 rockets and a full-scale model of the Space Shuttle. The Space Center also features the Justice Planetarium and Carey IMAX. Open 9 a.m. - 9 p.m., Monday through Saturday and noon to 9 p.m. on Sunday. Closed on Christmas. Admission fee.

Name of Attraction: Carey Park

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: City of Hutchinson
 Address: P.O. Box 1567, Hutchinson, Kansas
 Telephone: 316-694-2659
 Fax:
 E-mail address:

Brief Description:

The scenic walkways and quiet ponds in Carey Park make it a favorite place to picnic, fish, stroll and relax in Hutchinson. The park is also home to the Hutchinson Zoo, Carey Park Golf Course, Hobart Dettler Baseball Field, and the New Salt City Splash Aquatic Center.

Name of Attraction: Jim P. Martinez Sunflower Trail

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: City of Hutchinson
 Address: P.O. Box 1567, Hutchinson, Kansas 67504-1567
 Telephone: 316-694-2659
 Fax:
 E-mail address:

Brief Description:

This 3.5-mile trail offers an asphalt path for cycling, walking and roller blading. Set along Cow Creek, the trail runs from Rice Park to Carey Park and offers a bit of the country in the middle of the city.

Name of Attraction: Hutchinson Zoo

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Charlotte Poepperling
 Address: 600 East Blanchard, Hutchinson, Kansas
 Telephone: 316-694-2693
 Fax:
 E-mail address:

Brief Description:

Wildlife native to Kansas and the American Southwest make up the collection at the Hutchinson Zoo located in Carey Park. Children especially enjoy the prairie dog complex where they can see eye-to-eye with prairie dogs in a specially designed prairie dog town. Open daily. 10:00 a.m. - 4:45 p.m.. Free admission. Handicapped accessible.

Name of Attraction: Dillon Nature Center

City: Hutchinson

County: Reno

Tourism niche market: Eco-tourism

Website: <http://www.hutchrec.com/DNC/dillon.htm>

Contact: Name: Jim Smith
Address: 3002 East 30th, Hutchinson, Kansas
Telephone: 316-663-7411
Fax:
E-mail address:

Brief Description:

Designed to help visitors better understand the natural world, the center's 100 acres of prairie, two miles of trails, marsh and ponds attract hundreds of species of wildlife. The visitor's center offers a glimpse of Kansas wildlife not often seen by many people. Dillon Nature Center is designated a National Urban Wildlife Sanctuary.

Name of Attraction: The Flag Theatre

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Patrick McCreary
Address: 310 North Main
Telephone: 316-662-7469
Fax:
E-mail address:

Brief Description:

Home of the Family/Children's Theatre, Kansas' only festival stage complex the Flag stages six productions annually, as well as a monthly melodrama and talent competition.

Name of Attraction: Fun Valley Softball Complex

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Jim Swint
Address: 4401 West Fourth
Telephone: 316-669-9999
Fax: 316-669-0433
E-mail address: valley@southwind.net

Brief Description:

One of the most respected facilities of its kind in the nation, Fun Valley is home to numerous world, national, and state softball tournaments. Twice voted "Softball Complex of the Year."

Name of Attraction: Hedrick's Exotic Animal Farm

City: Hutchinson

County: Reno

Tourism niche market: Agri-tourism

Website: www.hedricks.com

Contact: Name: Joe & Sandra Hedrick
Address: 7910 North Roy L. Smith Road
Telephone: 1-888-489-8039 or 316-422-3245
Fax: 316-422-3766
E-mail address: hedricks@hedricks.com

Brief Description:

This working farm raises and trains exotic animals for petting zoos, as well as for ostrich, camel and pig races across the country. Visitors can see zebras, ostriches, llamas, pygmy goats, kangaroos, camels and pot-bellied pigs. Tours, parties, and hay rides are offered all year by reservation. Please do not bring your pets when you visit the farm.

Name of Attraction: Reno County Museum

City: Hutchinson

County: Reno

Tourism niche market: Frontier History

Website: <http://renomus.home.mindspring.com>

Contact: Name: Jay Smith
Address: 100 South Walnut, Hutchinson, Kansas 67501
Telephone: 316-662-1184
Fax: 316-662-0236
E-mail address: renomus@mindspring.com

Brief Description:

The Reno County Museum offers a glimpse into Hutchinson/Reno County's past as the former home of the second largest grain trading board in the United States, and the current location of more than 50 documented ghost towns. The museum's 101 and 102 Children's Place gives youngsters a hands-on experience with a post office, grocery store and house they can explore. Open: Tuesday - Saturday 9 a.m. - 5 p.m.; Sunday 1 - 5 p.m. Free admission. Special programs available.

Name of Attraction: Kansas State Fair

City: Hutchinson

County: Reno

Tourism niche market: Agri-tourism

Website: www.kansasstatefair.com

Contact: Name: Bill Ogg
Address: 2000 North Poplar, Hutchinson, Kansas 67502-5598
Telephone: 1-800-362-FAIR or 316-669-3600
Fax: 316-669-3640
E-mail address: ksfair@southwind.net

Brief Description:

For ten days each September, the Kansas State Fair hosts "Kansas' Largest Get-Together." The fair features the best of Kansas' agriculture, livestock and commerce, as well as live entertainment. The rest of the year, the fairground is the site for events such as the Hutchinson National Auto Races, the Mennonite Relief Sale, the Spring Home and Garden Expo, and numerous conferences and conventions.

Name of Attraction: Hutchinson's Historic Fox Theater

City: Hutchinson

County: Reno

Tourism niche market:

Website: www.hutchsonfox.com

Contact: Name: Jan Peters
Address: 18 East First
Telephone: 316-663-5861
Fax: 316-663-5371
E-mail address: thefox@ourtownusa.net

Brief Description:

Named "the state movie palace of Kansas," the Fox Theatre is one of the finest examples of theatre art deco architecture in the Midwest. Listed on the National Register of Historic Places, the theatre offers a full schedule of first-rate entertainment from regional favorites to Broadway-caliber performances.

Name of Attraction: Sand Hills State Park

City: Hutchinson

County: Reno

Tourism niche market: Eco-tourism

Website:

Contact: Name: Jerry Schmidt
Address: East of K61 on 56th & 69th Streets
Telephone: 316-542-3664
E-mail address:

Brief Description:

Sand Hills State Park offers more than 1,100 acres of sand dunes, prairie, woodlands and wetlands for hiking and horseback riding. The park features three hiking trails, two educational trails and a horseback riding trail. Open daily. Admission.

Name of Event: NJCAA (National Junior College Athletic Association) Division I Men's Basketball Championship

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Tom Westfall, Tournament Director
Address: P.O. Box 625, 1101 North Halstead, Hutchinson, Kansas 67504
Telephone: 316-663-5939
Fax: 316-663-2764
Email address:

Brief Description:

Date of Event: March 21, 2001

Name of Event: Cinco de Mayo

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Criss Palacios
Address: 1720 Ida Street, Hutchinson, Kansas
Telephone: 316-663-2257
Fax:
Email address:

Brief Description:

The annual Cinco de Mayo festivities in Hutchinson celebrate and promote Hispanic culture. Activities take place throughout the day during five days in early May the downtown business district of Hutchinson. Admission charge: none

Date of Event: First weekend in May

Name of Event: Hutch Fest 2000

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Dan Popp
Address: P.O. Box 1884, Hutchinson, Kansas
Telephone: 316-665-6651
Fax: 316-665-6790
Email address: snc@sncsecurity.com

Brief Description:

This five-day community festival takes place in Hutchinson's downtown business district. Hours: Weekday evenings and all day on Saturday, Sunday and the 4th of July. Admission charge: \$2.00 button

Date of Event: June 30 through July 4, 2000

Name of Event: Outdoor Art Fair

City: Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name:
Address: Avenue A, Hutchinson, Kansas 67501
Telephone: 316-663-2461
Fax:
Email address:

Brief Description:

The Avenue A Park is the location for the annual art fair. Hours: 9 a.m.- 4 p.m., May 6, 2000. Admission charge: none

Date of Event: annually since 1962

Name of Event: Future Astronaut Training Program, Kansas Co

City: Hutchinson

County: Reno

Tourism niche market: Aviation

Website: www.cosmo.org

Contact: Name: Helen Unruch
Address: 11100 North Plum, Hutchinson, Kansas 67501
Telephone: 1-800-397-0330 316-662-2305
Fax: 316-662-3693
Email address: cosmo@cosmo.org

Brief Description: Students entering the seventh through the tenth grades are invited to the Astronaut Camp. Each session is five days long and runs either Sunday - Friday, or Wednesday - Monday. Call 1-800-397-0330 extension 304 for registration.

Date of Event: Thirteen sessions are scheduled May 30 through August 6

Name of Event: Kansas Largest Night Rodeo

City: Pretty Prairie

County: Reno

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/PrettyPrairie/rodeot.html>

Contact: Name: Connie Hedrick
Address: P.O. Box 36, Pretty Prairie, Kansas 67570
Telephone: 316-459-4653 or 1-800-638-2702
Fax:
E-mail address:

Brief Description:

The country's best professional cowboys, top-quality stock, and prime family entertainment appear at Kansas' Largest Night Rodeo. Over six decades of Pretty Prairie Booster Club members have built upon the vision of the rodeo's four founders: Harry Graber, Merle Graber, Harry Kautzer, W.W. Graber.

Date(s) of Event: annually in July

Name of Event: Our Lady of Guadalupe Fiesta

City: South Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Ellen Dugan
Address: P. O. Box 2345, Hutchinson, Kansas
Telephone: 316-662-5485
Fax: 316-662-0363
E-mail address:

Brief Description:

Our Lady Of Guadalupe Church sponsors an annual Fiesta located at F & Maple. The fiesta features homemade Mexican foods, carnival rides, and a girls softball tournament

Date of Event: June 3 & 4, 2000, 11 a.m. until 8 p.m.

Name of Event: Art Trek Bike for the Arts

City: South Hutchinson

County: Reno

Tourism niche market:

Website:

Contact: Name: Hutchinson/Reno County Cultural Commission
Address: P. O. Box 1567, Hutchinson, Kansas
Telephone: 316-662-1280
Fax:
E-mail address:

Brief Description:

South Hutchinson features a walk as well as a bike ride in the Reno County area, plus a jazzy respite after the walk/ride with a band, a meal, and prizes for participants. Walkers and riders can expect a one-of-a-kind T-shirt, as well as delicious food and drink served at several stopping points on the Trek. Please call the Hutchinson/Reno County Cultural Commission office at 316-662-1280 for more information.

Date of Event: fall

Name of Attraction: Yoder Amish Community

City: Yoder

County: Reno

Tourism niche market:

Website: www.homemakerquilts.com

Contact: Name: Juanita Miller
Address: Main Street, Yoder, Kansas
Telephone: 316-465-3613 or 316-662-8472
Fax:
E-mail address: cquilts@southwind.net

Brief Description:

This authentic Amish community features an antique shop, buggy shop, bakery, family, quilt and gift shops, restaurants and an old-fashioned hardware store.

Name of Event: Bel Aire Day

City: Bel Aire

County: Sedgwick

Tourism niche market:

Website: <http://www.belaire.org/garagesale/garagesale.htm>

Contact: Name: City of Bel Aire
Address: 4551 North Auburn, Wichita, Kansas 67220
Telephone: 316-744-2451
Fax: 316-744-3739
E-mail address: mail@belaire.org

Brief Description:

Bel Aire Day is one of the big community events held in Bel Aire each year. The festival features a parade, kids games, fireworks, sky-jumpers, 5K runs, cars shows, and many other activities.

Date(s) of Event: September

Name of Event: Sedgwick County Fair

City: Cheney

County: Sedgwick

Tourism niche market: Agri-tourism

Website: <http://skyways.lib.ks.us/towns/Cheney/events.html>

Contact: Name: City Hall
Address: First & Main, Cheney, Kansas 67025
Telephone: 316-542-3622
Fax: 316-542-0185
E-mail address:

Brief Description:

The Sedgwick County Fair draws thousands of people to the city of Cheney each July. The fair offers traditional small-town American fun with rides, food, exhibits and performances.

Date(s) of Event: July

Name of Event: Memorial Day Regatta

City: Cheney

County: Sedgwick

Tourism niche market:

Website:

Contact: Name: John Graves
Address: Cheney Lake, Cheney, Kansas 67025
Telephone: 316-268-7397
Fax:
Email address:

Brief Description:

Annual sailing competition. Directions: 12 miles south of Hutchinson on Hwy 17. Hours: daily Admission charge: fees on sight

Date of Event: May 27 through May 28, 2000

Name of Attraction: Clearwater Historical Museum and the Clearwater Historical Society

City: Clearwater

County: Sedgwick

Tourism niche market: Frontier History

Website:

Contact: Name:
Address: P.O. Box 453, Clearwater, Kansas 67026
Telephone: 316-584-2444
Fax:
E-mail address

Brief Description:

In 1865, Jesse Chisholm broke the trail for a freight train wagon route to Indian Territory and made an easy crossing of the Ninnescah (an Osage-Sioux name meaning "water clear") River southeast of the present town of Clearwater. The first cattle drive on the trail took place in 1867. The trail predicated the founding of Clearwater and today the city has a population close to 2,000.

Abbie Bright, a 22-year-old school teacher from Indiana who staked a claim west of Clearwater, wrote in her diary on June 4, 1871, "Every week 7-10 thousands of Texas cattle are driven north over the trail. If the cattle stampede, and don't (sic) want to cross the river, the hearders (sic) yell and fire off their revolvers. Sometimes we hear them here, and it sounds, as I suppose a battle does. It is the cattle that keep the trail worn so smooth." For more information about historic sights, markers, and events, contact the Clearwater Historical Society.

Name of Event: Rodeo

City: Clearwater

County: Sedgwick

Tourism niche market:

Website:

Contact: Name: Clearwater Chamber of Commerce
Address: 119 East Ross, Clearwater, Kansas
Telephone: 316-584-3366
Fax:
E-mail address:

Brief Description:

Date(s) of Event: second full weekend in August

Name of Event: Derby Days

City: Derby

County: Sedgwick

Tourism niche market:

Website: <http://www.derbyks.com/derbydays.html>

Contact: Name: Derby Chamber of Commerce
Address:
Telephone: 1-316-788-3421 or 1-800-DERBYKS (337-2957)

Fax:
E-mail address: chamber@derbyks.com

Brief Description:

Local citizens created Derby Days, Inc. in 1982 as a non-profit organization to plan, organize and carry out an annual festival. The event is made possible through the support from a wide variety of local businesses and organizations and the sale of T-shirts and Derby Days. Each year, Derby Days gives back some of the revenue to local non-profit groups, projects and organizations.

Date(s) of Event:

Name of Attraction: Lake Afton Park

City: Goddard

County: Sedgwick

Tourism niche market: Eco-tourism

Website: <http://ci.goddard.ks.us/>

Contact: Name: Mark Sroufe
 Address: 25401 W. 39th S.
 Telephone: 316-794-2774
 Fax: 316-794-2783
 E-mail address:

Brief Description:

Lake Afton Park occupies a 720-acre site twenty-five miles southwest of Wichita and offers a wild range of activities for the adventurer as well as the family. The park includes a 258-acre lake on land once inhabited by the Kiowa, Commanche, Wichita, Osage and Southern Cheyenne Indian tribes. A WPA work force started construction of the lake in 1939 and completed the project in 1942. The Sedgwick County Board of Commissioners operates the park.

Name of Attraction: Lake Afton Park Public Observatory

City: Goddard

County: Sedgwick

Tourism niche market: Eco-tourism

Website:

Contact: Name:
 Address: MacArthur Road at 247th Street West.
 Telephone: 316-978-7827
 Fax:
 E-mail address:

Brief Description:

See the moon, planets, stars, and galaxies through a sixteen-inch telescope. Astronomy-related exhibits are also displayed at the observatory. Call the observatory for program and admission information.

Name of Attraction: Antique Capital of Kansas

City: Kechi

County: Sedgwick

Tourism niche market:

Website: <http://www.kechikscoc.com/>

Contact: Name: Kechi Area Chamber of Commerce
 Address: 205 Heritage Court, Kechi, Kansas 67067-8710
 Telephone: 316-744-1337
 Fax: 316-744-1337
 E-mail address: kechichamber@domaindiner.com

Brief Description:

The City of Kechi is the official "Antique Capital of Kansas" located three miles northeast of the Wichita city limits at 61st street North and Oliver. Kechi is home to seventeen different antique and specialty stores plus a variety of other small businesses. Visitors can spend a few hours or the whole day shopping in a small town atmosphere. Kechi also offers two local restaurants for your dining pleasure with special notice requested for larger groups.

Events include:

- \$ Kechi Redbud Festival & Juried Art Show on the 4th Saturday of April
- \$ Annual Artist Craft Fair on the 4th Saturday of August
- \$ Antique Swap Meet on the 4th Saturday of September
- \$ Kechi Antique Country Christmas on the 3rd Saturday of November

Name of Attraction: Kansas Coliseum

City: Park City

County: Sedgwick

Tourism niche market:

Website: <http://www.kansascoliseum.com/>

Contact: Name: John Nath or Jacque Wedel
 Address: 1229 East 85th Street North, Wichita, Kansas 67277
 Telephone: 316-755-1243
 Fax:
 E-mail address

Brief Description:

The multi-purpose Kansas Coliseum seats 10,000 people and provides a venue for big name entertainment, professional ice hockey, and indoor soccer. In addition to major touring shows and concerts, the Coliseum hosts some of the largest livestock exhibitions in the Midwest.

Name of Attraction: 81 Speedway

City: Park City

County: Sedgwick

Tourism niche market:

Website: <http://www.parkcityks.com/>

Contact: Name:
 Address: 7700 North Broadway
 Telephone: 316-755-1781 or 316-744-3481
 Fax:
 E-mail address

Brief Description:

Dirt Track Racing every Saturday night (March through October)

Name of Attraction: Wichita Greyhound Park

City: Park City

County: Sedgwick

Tourism niche market:

Website: <http://www.parkcityks.com/> or www.wgpi.com

Contact: Name:
 Address: 7939 North Hydraulic
 Telephone: 316-755-2381 (or 316-755-4000 800-872-2894?)
 Fax:
 E-mail address:

Brief Description:

Pari-mutual wagering year-round.

Name of Event: Motorfest

City: Park City

County: Sedgwick

Tourism niche market:

Website: <http://www.parkcityks.com/>

Contact: Name:
 Address:
 Telephone: 316-744-3481
 Fax:
 E-mail address:

Brief Description:

County-Western Concert, Wild & Wacky Cruiser Show, 50s/60s Concert, Celebrity Softball Game

Date(s) of Event: September 29 - October 3

Name of Event: Bluegrass Festival

City: Park City

County: Sedgwick

Tourism niche market:

Website: <http://www.parkcityks.com/>

Contact: Name: Park City Festivals, Inc.
Address: 6110 N. Hydraulic, Park City, Kansas 67219
Telephone: 316-691-8178 (Jim Bullard) or 316-838-1909 (Carol Reed)
E-mail address:

Brief Description:

Date(s) of Event:

Annually since 1994, first Friday and Saturday and Sunday of May, weekend of May

Name of Attraction: Valley Center Historical Museum

City: Valley Center

County: Sedgwick

Tourism niche market:

Website: <http://www.parkcityks.com/>

Contact: Name:
Address: 116 S. Park Valley Center, Kansas 67147
Telephone: 316-755-7310
Fax: 316-755-7319
E-mail address:

Brief Description:

Experience the rich heritage of Valley Center at the Valley Center Historical Museum. Housed in the 1879 Methodist Church Parsonage, the museum's collections include a variety of artifacts dating from the 1850s to the 1990s.

Name of Event: Argonia International Rocketry Festival

City: Argonia

County: Sumner

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Argonia/index.html>

Contact: Name: City of Argonia
Address: City Building, Argonia, Kansas 67004
Telephone: 316-435-6417
Fax:
E-mail address:

Brief Description:

Date(s) of Event:

Name of Attraction: Salter House and Museum

City: Argonia

County: Sumner

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/towns/Argonia/index.html>

Contact: Name: Argonia Chamber of Commerce
 Address: City Building, Argonia, Kansas 67004
 Telephone: 316-435-6417
 Fax:
 E-mail address:

Brief Description:

Salter House is the restored and refurnished 1884 home of America's first woman mayor.

Name of Attraction: Border Queen Museum

City: Caldwell

County: Sumner

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/towns/Caldwell/museums.html>

Contact: Name:
 Address: City Park / Caldwell, Kansas 67022
 Telephone: 316-845-2928
 Fax:
 E-mail address:

Brief Description:

Indian artifacts, a miniature cowtown, and antiques are exhibited in the museum which is open by appointment.

Name of Attraction: Cherokee Strip Center

City: Caldwell

County: Sumner

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Caldwell/museums.html>

Contact: Name:
 Address: 1 North Main, Caldwell, Kansas 67022
 Telephone: 316-845-2159
 Fax:
 E-mail address:

Brief Description:

Name of Attraction: Ghost Riders of the Chisholm Trail

City: Caldwell

County: Sumner

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/towns/Caldwell/museums.html>

Contact: Name: Caldwell Chamber of Commerce
 Address: P. O. Box 193 / Caldwell, Kansas 67022
 Telephone: 316-845-6514
 Fax:
 E-mail address:

Brief Description:

The silhouette of a Chisolm Trail cattle drive crowns the east bluff of U.S. Highway 81 two miles south of Caldwell astride the actual Chisholm Trail. Crafted in black metal, the artwork is tall enough to be seen from a quarter mile away and reminds viewers of the great cattle drives from 1866 to 1886 when millions of Texas longhorn cattle passed here on their way to legendary railheads such as Caldwell, Kansas.

The Chisolm Trail, established by Native American tribes and made famous by Jesse Chisholm, promoted the settlement of the Old West by providing a travel and communication link to the Indian Territory, located in present-day Oklahoma. The history of the Chisholm Trail, the Cherokee Strip, and early Caldwell can be enjoyed by exploring the many historical markers located in Caldwell's Historic Cowtown District.

Name of Attraction: The Stock Exchange Bank

City: Caldwell

County: Sumner

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/history/stkxchg.html>

Contact: Name: Caldwell Chamber of Commerce
 Address: P. O. Box 193 / Caldwell, Kansas 67022
 Telephone: 316-845-6514
 Fax:
 E-mail address:

Brief Description:

The Stock Exchange Bank is the oldest business in Caldwell and occupies one of the oldest surviving buildings in town. It received a State Charter on November 12, 1881, and opened for business the following December 24. The stone building erected to house the bank in 1881, at a cost of \$5,000, has undergone several remodeling projects. The steer head emblem has always been associated with the bank due to the bank's alliance with the cattle business of the Southwest. The main lobby showcases a pair of cattle horns measuring 7' 2" across, brought from southern Texas during the early cattle drives.

Name of Attraction: Boot Hill Cemetery

City: Caldwell

County: Sumner

Tourism niche market:

Website:

Contact: Name:
Address: Caldwell, Kansas 67022
Telephone:
Fax:
Email address:

Brief Description:

The remaining gravestones to "the other Boot Hill Cemetery in Kansas" were moved to a special area in the Caldwell Cemetery.

Name of Attraction: Historical Walking Tour

City: Caldwell

County: Sumner

Tourism niche market:

Website:

Contact: Name:
Address: Downtown/Heritage Park, Caldwell, Kansas 67022
Telephone: 316-845-2145
Fax:
Email address:

Brief Description:

Nineteen historical markers located in downtown Caldwell tell true stories of the Old West. Guided tours are available by appointment.

Name of Event: Chisolm Trail Festival & Rodeo

City: Caldwell

County: Sumner

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Caldwell/events.html>

Contact: Name: Caldwell Chamber of Commerce
Address: P. O. Box 193 / Caldwell, Kansas 67022
Telephone: 316-845-6514
Fax:
E-mail address:

Brief Description:

Celebrate the area's rich history with a rodeo, walking tours, an obstacle race, food, crafts, and entertainment.

Date(s) of Event: early May

Name of Event: Sumner County Fair

City: Caldwell

County: Sumner

Tourism niche market: Agri-tourism

Website: <http://skyways.lib.ks.us/towns/Caldwell/events.html>

Contact: Name: Caldwell Chamber of Commerce
Address: P. O. Box 193 / Caldwell, Kansas 67022
Telephone: 316-845-6514
Fax:
E-mail address:

Brief Description:

Caldwell is the site of the annual Sumner County fair. It's a traditional county fair with a rodeo and a carnival, proud 4-H kids, good food, and lots of fun.

Date(s) of Event: middle of August

Name of Event: All Wheels Super Sunday

City: Caldwell

County: Sumner

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Caldwell/events.html>

Contact: Name: Caldwell Chamber of Commerce
Address: P. O. Box 193 / Caldwell, Kansas 67022
Telephone: 316-845-6514
Fax:
E-mail address:

Brief Description: car show

Date(s) of Event: Labor Day Weekend

Name of Attraction: The Mulvane Depot Museum

City: Mulvane

County: Sumner

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/towns/Mulvane/index.html>

Contact: Name:
Address: 300 W. Main / Mulvane, Kansas 67110
Telephone: 777-0506
Fax:
E-mail address:

Brief Description:

Located in the former train depot at the west end of Main Street, the museum houses community historical information dating back to the 1800s. The 1977 book, *The City of the Valley*, describes the history of Mulvane.

Name of Event: "Showdown in the Valley" Car Show

City: Mulvane

County: Sumner

Tourism niche market:

Website:

Contact: Name: Mulvane Chamber of Commerce
Address: P.O. Box 67, Mulvane, Kansas 67110
Telephone: 316-777-4850
Fax:
E-mail address:

Brief Description:

Date(s) of Event: Last Saturday in May

Name of Event: Mulvane Old Settlers Celebration

City: Mulvane

County: Sumner

Tourism niche market:

Website:

Contact: Name: Stevie Davis, President, Mulvane Old Settlers
Address:
Telephone: 316-777-1681
Fax:
E-mail address: ddavis104@juno.com

Brief Description: Parades, music, arts, crafts, picnics, dances, and a rodeo are packed into one weekend.

Date(s) of Event: third weekend in August

Name of Attraction: The Old Mill

City: Oxford

County: Sumner

Tourism niche market:

Website: <http://skyways.lib.ks.us/towns/Oxford/index.html>

Contact: Name:
 Address: 170 North Old Mill Road
 Telephone: 316-455-3456
 Fax:
 E-mail address:

Brief Description:

Built in 1874, the original water-powered flour mill at Oxford made way for the "new" mill constructed in 1935. Today the mill houses a restaurant and gift shop and produces birdseed. Tours are available.

Name of Attraction: Chisholm Trail Museum

City: Wellington

County: Sumner

Tourism niche market: Frontier History

Website: <http://skyways.lib.ks.us/towns/Wellington/museum.html>

Contact: Name:
 Address: 502 N. Washington, Wellington Kansas 67152
 Telephone: 316-326-3820
 Fax:
 E-mail address:

Brief Description:

Designated by the Smithsonian Institution as a pioneer museum, the Chisholm Trail Museum chronicles domestic life in Sumner County with more than 24,000 displays. Some artifacts and pictures date from the Civil War and the 1870s cattle trail which passed just west of Wellington.

The museum is located across Washington Street from the Sumner County Court House in a reinforced concrete structure built in 1916 as the Hatcher Hospital. Originally two stories with a basement, a third story and electric elevator were added in 1920. Many Wellington residents were born in the hospital between 1916 and 1961. The original second floor nursery is preserved as part of the museum. The hospital closed in 1961 and became the Chisholm Trail Museum in 1965.

Name of Attraction: Wellington City Lake

City: Wellington

County: Sumner

Tourism niche market: Eco-tourism

Website: <http://skyways.lib.ks.us/towns/Wellington/lake.html>

Contact: Name:
 Address:
 Telephone: 316-434-5422
 Fax:
 E-mail address:

Brief Description:

The Wellington Lake Recreational Area offers sightseeing, picnicking, swimming, archery, camping, boating, fishing, and hunting. All visitors except sightseers will need a recreation permit for their vehicle.

Name of Event: Kansas Wheat Festival Car Show

City: Wellington

County: Sumner

Tourism niche market:

Website:

Contact: Name: Wellington Chamber of Commerce
 Address: 207 South Washington, Wellington, Kansas 67152
 Telephone: 316-326-7466
 Fax: 316-326-7467
 E-mail address:

Brief Description:

Two to three thousand visitors attend this open car show each year at the Kansas Wheat Festival. The car show features all makes of automobiles from classic cars to hot rods and motorcycles.

Date(s) of Event: July 14, 2001 (always held the Wednesday following the Fourth of July)

Appendix IX.

Taxicab Revitalization Strategy

"Taxicabs are ambassadors to our visitors and residents. We must impose high expectations on the taxicab industry to leave a positive impression of the City of Toronto."

City of Toronto Task Force

- ❑ A taxicab ride can quickly affect the perceptions visitors have about a city – positively or negatively.
- ❑ For many visitors their initial impression of the city begins with the taxicab ride to a hotel or meeting destination.
- ❑ Even for visitors arriving by car or bus, taxicabs frequently are an alternative transportation source.
- ❑ Wichita must ensure that there are sufficient available taxi stands near popular city attractions, shopping centers, in the Downtown area and at sporting events.
- ❑ World-class cities understand the impact a simple cab ride has on an out-of-town visitor.
- ❑ In an attempt to influence visitors' perceptions formed by taxicab drivers, these cities have developed hospitality-focused training programs.
- ❑ Taxicab drivers are positioned as ambassadors for the city and are provided with tourism and customer service training.
- ❑ Wichita is encouraged to design and implement an on-going *Ambassadors Program*.
- ❑ The key to a successful taxicab driver training program is the buy-in from stakeholders. Cities where stakeholders actively participate in the design and encourage implementation have experienced better results.
- ❑ Consider developing the program as a private/public sponsorship effort.
- ❑ Stakeholders include:
 - City and county govt. agencies
 - Taxicab company owners and drivers
 - Attractions
 - Hotels and Restaurants
 - CVB and Chamber

- Most programs include three elements:
 - Passenger's Bill of Rights
 - Ensures a minimum level of customer service
 - Provides an objective way to set expectations and performance requirements for drivers
 - Dress code
 - Raises the professionalism of the industry
 - Reinforces the image of a world-class city
 - Hospitality Training Program
 - Provides taxi drivers with the skills to be positioned as ambassadors for the city
 - Positions the city as customer-friendly
- Taxicab company incentives
 - Priority standing at major events, hotels, airport
 - Discount, value-added advertising from the Yellow Pages
 - Coop ads e.g., Yellow Pages, newspaper, visitor information brochures, attractions
 - Promoted at attractions, hotel/motels, restaurants, shops and events.
 - This example serves as a framework for the development of an Ambassador Program for the City of Wichita.
 - Goal: Teach skills and provide information necessary to position taxicab drivers as ambassadors for the City of Wichita
 - Passenger Bill of Rights
 - Develop a document that will be visibly posted inside each taxicab.
 - Include a customer service complaint/feedback telephone number.
 - Ensure that a customer complaint process is in place
- Proposed Outline for Wichita Taxicab Ambassador Program
 - Dress Code
 - Develop a standard dress code for male and female drivers
 - Take summer and winter weather into consideration
 - Allow dress-shorts during summer
 - Hospitality Training Program
 - Present an historic evolution of Wichita ... past-present-future
 - Explain how tourism impacts Wichita
 - Identify major buildings and tourist attractions
 - Provide FAM trips to major sites and attractions
 - Equip each taxicab with a city map and guide book
 - Stress the importance of passenger relations
 - Customer care and service
 - Communication skills
 - Culture and gender sensitivity
 - Go the extra mile e.g. provide tissues, newspaper, discount coupons
 - Establish a professional image for driver and vehicle
 - Dress code
 - Vehicle...clean passenger seat area & trunk
 - Driver Acknowledgement...Program Completion
 - Award drivers with a pin and/or decal that can be prominently displayed in

- their vehicle
 - Offer free admission for drivers and their families to attractions
 - Present a certificate signed by the Mayor of Wichita
- **Branding**
 - Name the program e.g., Superhost (Vancouver), Taxi Ambassador (Montreal)
 - Develop an icon that brands the program
 - Promote the program concept in visitor guidebooks, media releases, proposals as a point-of-difference from most cities
- **Taxicab Appreciation Days**
 - Create and implement a public awareness program to foster pride for participants, stakeholders, local citizens
 - Honor excellent service with a special award presented by the Mayor
 - Offer free admission for drivers and their family to attractions, special dinners; weekend packages to hotels; tickets to sporting events
- **Logistics**
 - Develop a task force, comprised of stakeholders, to design the program
 - Initiate a pilot program
 - Test the program during off-peak season
 - Determine frequency offered
 - Establish timeframe for refresher sessions
 - Design the program to include “train the trainer” components
- **New York City Passenger Bill of Rights**
 - Direct the destination and route used
 - Travel to any destination in the five boroughs of the City of New York
 - A courteous English-speaking driver who knows the streets of Manhattan and the way to major destinations in other boroughs
 - Air-conditioning on demand
 - A driver who knows and obeys all traffic laws
 - A radio-free (silent) trip
 - A clean passenger seat
 - A clean trunk
 - A driver who uses the horn only when necessary to warn of danger
 - Refuse to tip, if the above are not complied with
- **Toronto Passenger Bill of Rights**
 - A professional driver who:
 - Is licensed and knowledgeable
 - Knows the major routes and destinations in the City of Toronto
 - Speaks and understands English
 - Is courteous and provides assistance
 - Provides a safe ride
 - Knows and obeys the by-laws and all traffic laws
 - Offers a silent ride if desired
 - Direct the driver on the route to be taken
 - A quality taxicab
 - In good mechanical and physical condition
 - With a clean passenger area and trunk
 - Air-conditioned or heated on demand
 - With easy access to seatbelts
 - With a smoke-free environment
 - Equipped with a meter that issues receipts noting the date and time of the trip, distance, taxicab license number and fare charged

- An effective customer complaint process
- Reduce tip if the above services are not provided

Dress Code Examples

□ Atlanta Dress Code (proposed)

- Shoes (no sandals)
- Ankle length dark pants
- Dark shirt or dress
- White blouse or shirt with sleeves and collar (tucked in)
- No tee shirts or sweatshirts
- Hats (baseball style or chauffer cap)
- Company uniform if approved by the Cab Bureau

Training Program Examples

□ Toronto Training Program

- Positions taxicab drivers as “ambassadors for a world class city”
- There are two levels of taxis.
- Mandated, annual, five-day training for all drivers:
 - Changes in by-laws and relevant legislation
 - Toronto tourism information
 - Performance statistics with respect to the taxicab industry
- Mandated three-day training every two years
 - All of above plus
 - Defensive and rough weather driving skills including an in-car test
 - Customer service skills
- The Ambassador level is a higher service level and includes a 3-month training program.
 - In addition to the above training, included are classes covering:
 - Toronto geography and road network
 - Services for passengers with disabilities
 - Communications and professionalism
 - Culture and gender sensitivity
 - Passenger and driver safety
 - CPR
 - Promoting a professional image
 - Historic evolution of the city
 - Identification of major buildings and tourist attractions
 - Understanding the cultural nuances of the neighborhoods

□ Montreal Training Program

- Designed by the Department of Transportation and the Department of Tourism in cooperation of the the Taxi Bureau of Montreal and affiliated regional tourism organizations of Quebec
- Two levels of taxicabs
 - First Level ...All drivers in urban centers of Quebec mandated to complete 60 hours of training including:
 - 3 hours of knowledge of the area
 - 17 hours of professional and ethical relations

- Second Level – Taxi Ambassador
 - Only graduates of the upgrade program can service the Montreal Airport and Montreal Casino
 - Graduates receive an official Taxi Ambassador certificate
 - Additional training of 2 x one-day, six-hour modules including:
 - » Client reception and service
 - » Regional tourist attractions
 - Seattle Training Program
 - New drivers complete a week's program which includes:
 - Riding with a veteran driver for a minimum of 3 x eight-hour days to become thoroughly knowledgeable about the region
 - All drivers must carry a city map
 - Vancouver Training Program
 - Focuses on tourism and driving skills
 - Four training levels.
 - All new drivers are required to complete level one
 - Drivers receive a special "Steering Wheel" pin in recognition of completing all four levels
 - Level One includes:
 - Language skills
 - Knowledge of local geography
 - Developing an appreciation for the industry's role in the tourism sector
 - Superhost training – detailed instructions in tourism training
 - Level Two includes:
 - 30 hours of instruction and testing
 - Advanced driving techniques
 - Advanced geography
 - Transporting people with disabilities
 - Level Three
 - Performance is appraised by: a supervisor, an anonymous passenger and an examination
 - Additional tourism education
 - Level Four
 - Emphasis on service to the customer
 - Drivers complete:
 - A written exam on tourism knowledge
 - An oral evaluation by a tourism industry professional
- A performance appraisal by a supervisor